

JANUARY 16, 1954

LEATHER AND SHOES

The Magazine for Executives

IKE AND MAMIE— THE SHOES THEY WEAR

Push-Button Tannery

Nurses' Shoe Survey

Schnitzer Says Outlook Fine

Pratt May Close

Ike and Mamie arriving at the White House for a four-year reign. Ike's shoes: basic black dress, straight tip; Mamie's: her favorite, basic black pump with cuban heel.





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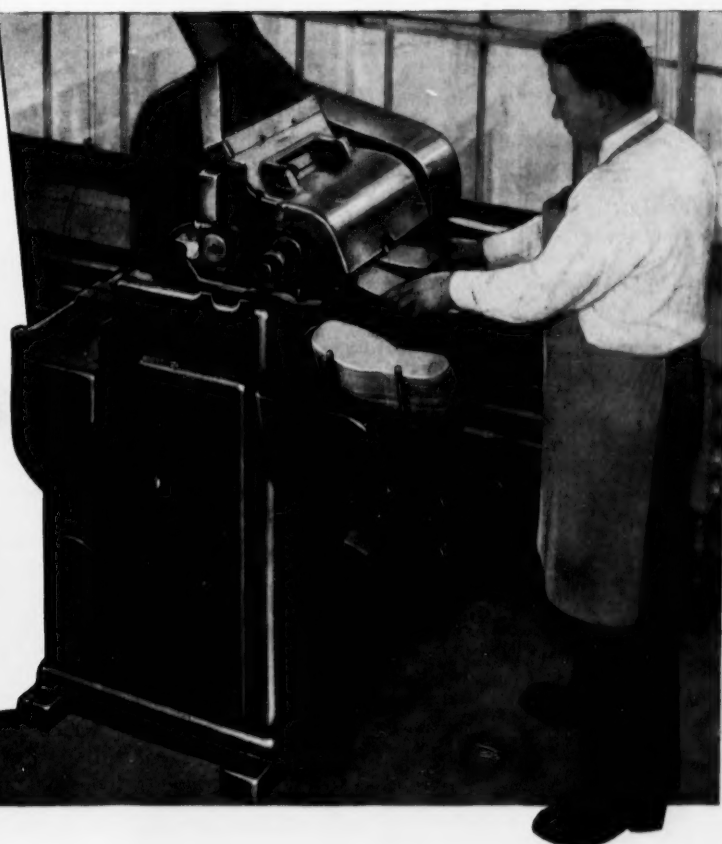
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boarded grain

Croton Calf
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BOSTON, MASSACHUSETTS

LISTEN TO THIS!

Farewell Cinderella. Mrs. John R. Folger is dead at 66. She's better remembered as Violet MacMillan, the famed Cinderella girl who starred in stage and silent film productions nearly a couple of generations past, co-starring with such names as Lon Chaney, Blanche Ring, Trixie Friganza and Julian Eltinge. She won first fame for her Cinderella foot—a size 11½ children's shoe size.

What John Alden needed. Now on the market for the luxury trade are electrically-heated socks for men, at \$19 a pair. Excellent for marriage-proposing swains with cold feet.

The soothing touch. A Tulsa, Oklahoma, department store advertised that free foot massages were available to its tootsie-weary Christmas shoppers.

Ear to the ground. A Tokyo inventor has devised a gadget that helps deaf people hear through the soles of their feet. The device, known as a "foot-hearing aid," is a vibrator which fits under the foot and connects to an amplifier. There's only one requirement. The wearer must have exceptionally "sensitive" soles.



GLAMOUROUS MARLENE DIETRICH sports a black leather cover-all under a white leather coat.

Kicks In Congress: Senator George W. Malone (R., N. M.) wears cowboy boots, high heels and all, in the Senate . . . Senator Harry P. Cain (R., Wash.), when conducting a filibuster or long speech, will have a secretary bring in fresh shoes, to which he'll change in the middle of his talk. . . . Then there was the late Senator Theodore Bilbo (D., Miss.) who flamboyantly displayed patriotism by wearing a pair of red-white-and-blue shoes.

Wrong fit. At a recent Dallas Country Club party one woman guest was heard to complain, "Oh, dear, I'm miserable. I've got on my sitting-down shoes and my standing-up girdle."

And still going strong. Since the U. S. Patent Office was established in 1836, there've been more than 8,000 patents granted for the manufacturer of footwear.

Economy consequence. In Washington, D. C., Christmas sales of leather brief cases, attache cases, etc., were reported way down. Cause cited: steady reduction of Government employees.

LEATHER AND SHOES

Vol. 127

January 16, 1954

No. 3

Elmer J. Rumpf
PUBLISHER

William A. Rossi
EDITOR AND ASST PUBLISHER

Irving B. Roberts
NEWS AND MARKET EDITOR

James Malone
EDITORIAL RESEARCH DIRECTOR

Joan McManus
FASHION EDITOR

Joseph B. Huttlinger
WASHINGTON EDITOR

Rosalie Marzbanian
PRODUCTION MANAGER

OFFICERS

Elmer J. Rumpf, *President*; C. E. Belding, F. G. Moynahan, W. A. Rossi, *Vice-Presidents*; L. C. Bedford, *Secretary*.

HEADQUARTERS

THE RUMPF PUBLISHING CO.
300 W. ADAMS ST., CHICAGO 6, ILL.
PHONE—CENTRAL 6-9353

EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS.
PHONE—LIBERTY 2-4652

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REPRESENTATIVES

BOSTON 10, MASS.—Frederick G. Moynahan, George G. Dunning, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., BArcley 7-8783 • WASHINGTON 4, D. C.—Joseph B. Huttlinger, 894 National Press Bldg., EXecutive 3-3733 • PHILADELPHIA 31, PA.—Cardwell E. Belding, 5201 Berks St., GRenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardou, 229 East Sixth St., Main 6662 • ST. LOUIS 16, MO.—Jos. Schulte, Jr., 3618 Bowen St., SWEEtbriar 3275 or CEntral 6913 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 799 Harrow Road, Sudbury, Middlesex, England, ARnold 7587 • SWEDEN & NORWAY—Nils Haraldson, Drottninggaten, 2, Orebro, Sweden. Orebro 13027.

LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.



LEATHER and SHOES

January 16, 1954

Need "Talent Scout" Program To Attract Young Management Prospects For Leather Industry

Planned And Intensive Effort Required To Prevent Pratt's Leather School From Failing

THE prestige of the American leather industry faces a grim challenge. Due to a lack of students to train for executive and technical posts in the tanning industry, Pratt Institute's School of Leather and Tanning Technology may be forced to close.

The prestige of the leather industry stands challenged because the prospective closing of this school poses some embarrassing questions:

Can it be that promising young men are by-passing a career in tanning because they feel this is a "fading" industry?

Can it be that the leather industry lacks the imagination and persuasive powers to "sell" such a career to large numbers of young men?

Can it be that the tanning industry is disinterested in developing young talent to insure the growth and strength of the industry?

However strong the "no" of tanners may be to these questions, the prospective demise of Pratt's tanning training school does seem a contradiction. Today there are only eight students at Pratt's Leather School. Dr. Horn, Pratt's recently elected president, states that the Leather School must have more students . . . or else. And moreover, action to enlarge enrollment will have to be swift and substantial.

Now, one thing seems sure: the past and present methods employed to get students for the Leather School have proved inadequate. To depend chiefly upon the tanners and allied trades firms to supply most or all of the students is a policy that obviously just isn't going to work. At best, it should be only a supplementary and small means of obtaining students.

The major effort must go elsewhere. If the young talent isn't going

to come from tanneries it's got to come from where all of America's young talent is congregated: in the high schools, technical schools and colleges.

And here's where the program to attract students for Pratt should be concentrated. But an intensive, carefully planned program. To merely tour these schools, giving talks before student groups, isn't enough. Keep in mind that there are numerous other industries or large corporations doing the same thing—and frequently with persuasive professionals doing the talking. In short, Pratt's effort runs into mighty potent competition.

Now, we said "an intensive, carefully planned program." It should be promoted under the joint auspices of Pratt officials, the Tanners' Council, an industry advisory board, and probably should include Leather Industries of America. Keep in mind that this is fundamentally a *promotion* job, and it makes no difference whether you're selling leather or education so long as you succeed in getting people to buy it.

For example, "area teams" should be appointed to address school and college groups; teams of two or three leather industry executives with a prepared dramatic presentation that registers on student minds with impressive impact.

These teams should share in covering the schools and colleges in their local territory on a schedule basis. After the student groups are addressed, they should be given a "prospectus"—a simple mimeographed outline of the tanning industry and its opportunities. Then, in addition, what the Pratt program offers. The

opportunities expressed should be genuinely inspirational.

And it should deal in specifics.

There are scores of small technical schools whose students could be diverted into a specific training program such as Pratt's Leather School offers.

There are numerous institutions or organizations which help deserving but financially short young people gain training, or education. They help steer these young folks into fields with good opportunities, or in fields serving the aptitudes of the individual. For example, the John Hay Whitney Foundation of New York is one such organization. These could be appealed to, and a wholesome supply of students, supported with Foundation funds, might be attracted to Pratt.

These are but a few of the methods and sources available for building a substantial enrollment at Pratt's Tanning School. The current discouraging situation might easily be converted into one of great promise if a planned program backed by vigorous effort is carried out.

The leather industry owes it to its own future—to confidence in its own future—to tell its story so that more and more young people become eager to make a career in this field. Kids today want to know, for example, the average salaries or earning levels of executives in an industry they may enter. They should be told.

Then the important follow-up.

The kids should be urged to discuss the prospectus with their parents. The prospectus should contain a coupon to be mailed to Pratt—a "tell-me-more" request. This provides valuable leads that can be followed up by members of the "area teams" in their territories—industry executives going to the homes of interested young men and discussing it with these young people and their parents.

Perhaps, too, the college level has been greatly neglected. Of the millions of college students today, tens of thousands are groping for specific fields of endeavor to follow. The tanning industry could and should cultivate these "indecisive" young folks, show them opportunities in the tanning industry, the need for young technical or executive talent trained at Pratt.

Reprints at nominal costs: Up to 100, 10¢ each; 200-500, 5¢ each; 1000-3000, 2½¢ each; 5000 or over, 1½¢ each.



news X-Ray

Gold's lawyers send up smokescreen—looks like long trial . . .
tanners wrinkle brows over sluggish leather business but shoe-
men take time . . . will hides overshadow rest of steer?



Trial of Ben Gold, president of Leather Workers Union, still slated to begin Monday, Jan. 18. But Gold's lawyers still stalling for time, may win last-minute postponement. Much depends on what happened Jan. 13 when union lawyers set series of preliminary arguments before U. S. District Judge Charles F. McLaughlin in Washington.

Interesting sidelight of trial. Remember Vito Marcantonio, active in New York City politics and long identified as left winger member of House of Representatives? Marcantonio was slated to present arguments on Gold's behalf at preliminary hearing.

Just an idea of what Judge McLaughlin can expect before the trial is ended. Union lawyers will undoubtedly do everything possible to becloud the issue, wear out the court. Here's an example. Preliminary motions include the following smokescreens: 1. Dismiss the charges. 2. Transfer case from District of Columbia. 3. Take deposition from Gus Hall, former Communist Party secretary, now serving sentence in Leavenworth (one of 11 convicted Communists in famed trial) showing Gold quit CP about Aug. 1950.

But Government has good case against Gold. Question is: can it prove Gold was still member of Party when he signed non-Communist affidavit in Aug. 1950. Gold has always admitted he was party member before resigning to comply with Taft-Hartley in 1950.



Still more on International Fur and Leather Workers. Emboldened by recent decisions in its favor handed down by U. S. Circuit Court of Appeals (against National Labor Relations Board), IFLWU petitioned Board to vacate its order withdrawing certification from Local 214 in Cincinnati. Board has just denied petition.

This is same Local 214 which represents workers at The Am-O-Krome Co., Howes Bros. Cincinnati division. Local was certified by NLRB two years ago, decertified this winter after two former officers were sent to jail for perjury (signing non-Communist affidavits). A third officer, Herman Dickerson is slated to face trial on similar charges starting Feb. 17.



Sluggish leather business for spring use has tanners a bit worried. For one thing, tanners say orders must be in soon if leather is to be produced in time for spring cutting. Even though tanneries are busy, they are working against old orders, receiving very few new ones.

Another thing worrying tanners is pressure of some shoe manufacturers for lower prices. Shoemen are a little apprehensive of what's ahead this year, may be looking for ways to shave prices. Many point to hide price declines of past weeks, say leather should be cheaper. What shoemen appear to ignore is fact hides are winter quality, have less yield than summer hides, thus are actually as expensive as the latter despite lower cost.

Retailers are in healthy position. This, in itself, is healthy sign for spring sales. Dec. business was good. Jan. clearance sales should lighten stocks even further, put retailers in open to buy position. But they can't wait much longer. Nor can shoe manufacturers.



Russia's heavy selling of gold, bought at high prices and sold at low, has U. S. authorities worried. Russians not only flooding Western Europe with gold but buying goods there, including hides. Europe selling Soviet many commodities which it claims are non-strategic. Result is, Russian industry and civilians benefit while Europe becomes more dependent upon Russian trade. Best counter action of U. S. is to buy more goods from Western Europe—but industry here is growing cautious as talk of recession rules headlines.



Hide profits becoming more and more important to packers. Witness latest annual report of Armour & Co. Company's dollar sales for fiscal year ended Oct. 31 last were \$2,089,000,000. Net profit after charges, taxes, etc. amounted to \$10,339,000 or less than half a cent per sales dollar. Price pressures on meats afford packers little leeway. So more and more profits of future must come from hides and other by-products.



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BOSTON, MASSACHUSETTS

LEATHER and SHOES

January 16, 1954

LEATHER AND SHOES



The Magazine for Executives

ACCENTUATE THE POSITIVE

Schnitzer Says 1954 Has Strong Potential For Shoe Industry

Government Expert Looks for 502 Million
Production, Retail Sales of 508 Million Pairs

Fear, careless talk and lack of confidence are the three biggest bugaboos confronting tanners and shoe manufacturers this year. So says Julius G. Schnitzer, director of the Leather, Shoes and Allied Products Division of the Department of Commerce.

The 1954 potential of the hides, leather and shoes industry is exceptionally good provided individuals within the industry show the necessary courage, cooperation and greater efficiency in both production and distribution to realize this potential.

This is the opinion of Julius G. Schnitzer, director of the Commerce Department's Leather, Shoes and Allied Products Division.

Speaking before the Annual Meeting of the New England Shoe and Leather Association Dec. 13 in Boston, Schnitzer told New England tanners and shoe manufacturers that they had only to show greater confidence in themselves to reap additional dividends in the year ahead.

1954 shoe production, other than rubber, will probably total no more than 502 million pairs, based on current available data, Schnitzer estimated. "This is based on anticipated maintained demand of 3.15 pairs per capita and a somewhat higher carryover of stocks from 1953 than were in inventory at the beginning of last year," he added.

"However, I believe that the figure I have given you can be improved by more aggressive sales efforts."

The agency head estimated retail footwear sales of the non-rubber variety would run about 508 million pairs in the coming year. "Again, this is a minimum figure which in my opinion can be increased by more assertive merchandising and salesmanship."

He pointed out the change in trend which saw sales of soft goods gaining considerable ground in the battle with hard goods for the consumer dollar during the last half 1953. This same trend is expected to hold through 1954.

"While production and sales of your products may not gather the same momentum achieved in early 1953 after the winter months, I firmly believe that it will be spread more favorably during most months and will continue at near record heights for all of 1954.

"Now regarding hides, it is well to remember that again we begin the year with a record number of cattle, the estimated Jan. 1 total being in excess of 93 million. The increase in the past 10 years has been greater in beef cattle than in dairy stock. In fact, the number of dairy cattle on the first of this year was about 10 percent lower than in early 1945. This should mean a continued high rate of slaughter in the present year, which in 1953 was almost 35 percent greater than in 1952. I would estimate that the 1954 slaughter of cattle, including calves, will be about 5 percent higher than last year.

"Since the domestic industry will not be able to absorb all of the enhanced local supplies, imports of cattle hides will remain at low levels while exports should increase. There is no doubt but that domestic tanners could easily absorb all of the calf skins available, but they will continue to meet acute foreign competition for the available supplies. While there will continue to be minor fluctuations in prices for these commodities, I can see no reason for any marked decrease from present levels.

"During the past 2 or 3 years, there has been a growth in the sale of footwear with rubber soles and fabric or leather uppers. Since these types are not made with conventional shoe machinery, they are not included in the government figures covering footwear production. Most of these shoes have been produced in the rubber industry but during the past 2 years there has been a consistent increase in the numbers made in shoe factories. Estimates on the annual volume of production of these types vary widely, but I would place the 1953 total at 60 million pairs. This estimate includes the type of footwear we normally call "sneakers." Indications are that the 1954 level of production of this type will be about the same as it was in 1953.

Domestic hide and skin production will continue at high levels and generally exceed the 1953 supply, Schnitzer said. Export volume will also remain high, resulting in net exports of hides and kips, but net imports in most other types.

Demand for leather should be somewhat better than last year, especially since more shoes with leather soles are being made. Prospects for larger sales of leather in the form of apparel and automobile upholstery are also good. Export potentials are quite favorable for 1954.

Prospects for improved shoe sales are particularly bright, and efforts should be made to push extra-pair sales.

SAXON CALF

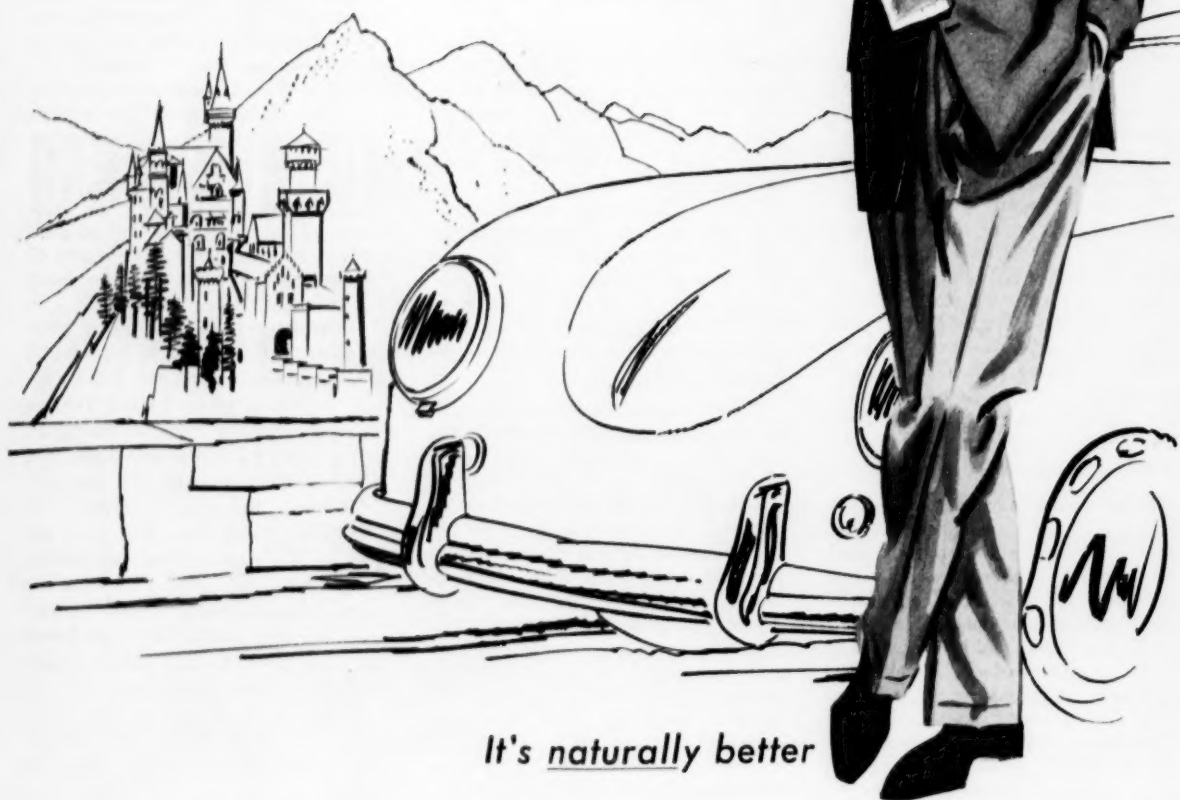
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A. C. LAWRENCE LEATHER CO.

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Peabody, Mass.



It's naturally better

Extensive Shoe Wardrobes Owned By Eisenhowers

Mamie Prefers Pumps With Medium Heels;
Ike's Shoe Closet Filled With Many Types

The President and the First Lady are among the most shoe-conscious folks ever to occupy the White House. Both have a meticulous sense of footwear fashion; both have specific tastes in shoes; and both have a very substantial shoe wardrobe.

This exclusive story (believed to be the first "shoe story" ever published about a U. S. President and his wife) got its start with a letter from *Leather And Shoes'* fashion editor, Joan McManus, to the White House. The reply (see cut) inspired further probing. So we dispatched our Washington editor, Joseph Huttlinger, to get the story on Ike and his shoes. The assignment on Mamie and her shoes went to Sarah McClendon, experienced Washington correspondent who has covered White House press

conferences of the past three Presidents, and has also been on cordial terms with their wives.

So here, straight from the White House, is the first-time-published story on Ike and Mamie and their shoes.

Mamie Eisenhower is one of the most fashion-conscious First Ladies ever to occupy the White House. She has long had her convictions as to what styles are and aren't best adapted to her very special tastes and needs. Unlike other First Ladies, she had no need to call in fashion experts to give her pointers when she came into the White House. As a result, her own selective tastes have borne a real influence in the world of fashion.

She is particularly shoe-conscious. Her tastes in footwear are quite specific. For example, her favorite shoe is the pump. She never wears high heels. She likes to match her shoes with her clothing colors. She changes shoes daily. Foot comfort is extremely important to her.

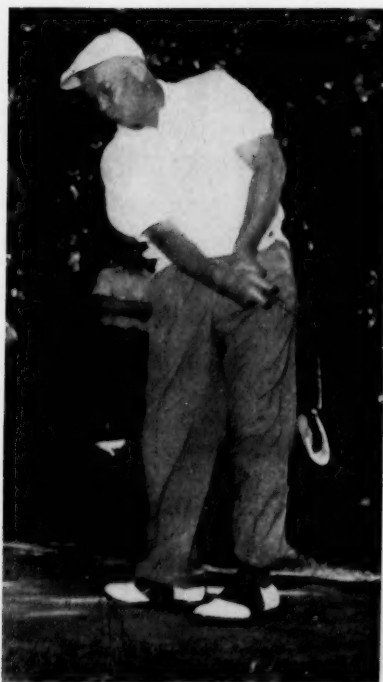
Mrs. Eisenhower has "many" pairs of shoes, according to the White House—though we couldn't get an exact count. She never wears the same pair two days in a row. She believes consistent wearing of the same pair of shoes is bad for the feet and shoes alike.

Her preference is the pump, although she does combine some sandals with pumps in her formal evening wardrobe. Her daytime shoes are mostly pumps, and some straps. She never wears sandals in the daytime.

She never wears very high heels. Her limit is approximately an 18/8 height, and mostly of the Cuban type, though these may vary in shape and contour.

Her hosiery is usually on the dark side, sometimes even black. It's only on selective occasions that she'll switch to lighter hosiery.

Mamie Eisenhower likes to have her shoes match or harmonize in color with the color of her dress or gown. For example, at a recent informal reception she wore a print tea



BROWN AND WHITE SADDLE oxfords are one of Ike's favorite golfing shoes.



MAMIE RELAXES with friends on a cool porch. Note white pumps to match her white print dress.

gown with blue figures on it—and matching dark blue shoes with dark blue hose.

For evening wear, Mamie has a wide selection of shoes—and nearly always the shoes will match her dress or gown in color. Often she buys white shoes and has them dyed if she can't find the exact shade she needs to match her dress. She has shoes in red, blue, pink, pastels, etc.

Then there's her famous pink evening shoes—part of her celebrated "Mamie Eisenhower Pink" costume which she wore at the President's Inaugural reception last year. The gown and shoes, made of the same peau de soie material, will be placed under glass at the Smithsonian Institute, as a historical memento of our times.

The pink shoes were made exclusively for Mamie by Delman, who last year also designed and made the gold kid coronation slippers for Queen Elizabeth.

Incidentally, Mamie has worn her beautiful pink gown and shoes only twice since coming to the White House.

Mrs. Eisenhower wears both closed and open toes. In the summer she likes white shoes, but also wears other shoes in light colors. Mamie isn't the athletic type, but for informal or resort or sport wear she may don a pair of white or light-colored wedgies of medium heel height. She never wears flats.

As to bedroom slippers or lounge footwear, Mamie prefers a wedgie type, backless, or a mule. She likes

THE WHITE HOUSE

WASHINGTON

November 24, 1953

Miss Joan F. McManus
Fashion Department
Leather and Shoes
10 High Street
Boston 10, Massachusetts

Dear Miss McManus,

Mrs. Eisenhower's shoe wardrobe is not a usual one, as it is actually a First Lady's wardrobe. As her official duties include receptions and teas where she must stand for many hours, she prefers wearing a heel of the "Cuban" height. Naturally, she has many pairs of evening shoes to match her formal clothes. Most of Mrs. Eisenhower's shoes are plain pumps; they are the most comfortable for her feet and she prefers that style. For daytime clothes, she wears the basic colors - blues and blacks to blend with her costumes.

Sincerely,

Mary Jane McCaffree

Mary Jane McCaffree
Secretary to Mrs. Eisenhower

HOW IT ALL STARTED: This is the White House reply to an inquiry by Leather And Shoes' fashion editor, Joan McManus, regarding Mamie Eisenhower's shoes. From here, two topnotch Washington correspondents were assigned to get all details directly from the White House.

these so well that when they wear out she tries to duplicate them.

Foot comfort is quite important with the First Lady. She has entertained or received thousands of White House visitors over the past year.

Required to stand on her feet a great deal — and to keep smiling and pleasant almost all the time in public — she cannot chance the annoyance of aching, burning feet. Hence her insistence on shoes of exacting fit



MAMIE PLAYS HOSTESS to some of the thousands of visitors to the White House. On her feet, basic black pumps with medium height heel.



IKE AT EASE, from his hearty laughter down to his pet "off-duty" loafers.



MAMIE'S PINK SHOES worn at the President's Inaugural reception. A 6½ B with 18/8 heel, made exclusively for Mamie by Delman. The material is *peau de soie*. They will go on exhibit at Smithsonian Institute.

and comfort values, while at the same time having the desired elements of fashion.

Being a popular public figure, Mamie Eisenhower isn't able to go on shopping tours at will. In addition, her busy schedule and duties further restrict her time. Hence, she studies the magazines, reads the ads, selects shoes and other items and writes in for them.

Just recently, for example, she called Delman, Inc., who sent a repre-

sentative to the White House with a shoe case of 48 different styles, from which she selected several.

Mamie's shoe size? A 6½B.

Now, what about Ike? Eisenhower is one of the best-shod Presidents ever to occupy the White House. Perhaps it stems from his long military career, where immaculate grooming was essential to a man in his position. Anyhow, no one may expect to find him with a hole in his shoe, as happened to Adlai Stevenson; or to turn up wearing different shoes on either foot, as happened to Attorney General Herbert Brownell.

Ike has one of the largest and most complete shoe wardrobes to ever be closeted in the White House. He likes good quality shoes. He likes a wide variety of shoes, is constantly changing from dress shoes to casuals to golf shoes to lounging slippers, etc., to fit the occasion. In the President's shoe wardrobe will be found the following shoes, among others:

Three pairs of military dress shoes: one brown oxford, one black oxford, one monk strap; two pairs of dress or business calfskin oxfords, a black and brown pair; a pair of patent leather evening shoes; all-white summer shoes; brown-and-white summer shoes; brown moccasin-type golf

shoes; brown-and-white saddle type golf shoes; loafers; casuals in mesh or woven combinations; leather slippers. In addition is a miscellany of fishing, hunting, rainwear, etc., boots or footwear.

Moreover, he makes use of all these shoes. He is meticulous about his wardrobe closets—again probably traceable to the spic-and-span regulations learned in his Army career. Ike has one pair of all those shoes cited, and in some instances has several pairs of a few types. No unused shoes occupy space in his closets. They're used or given away.

Ike changes his shoes frequently, sometimes several times a day. Not only for the particular occasion, but also to harmonize properly with the color of his suit.

His shoes are always highly polished, a job that belongs to John Moaney, Ike's valet, who was with Ike in the Army.

Ike is careful to select the right shoe for his costume. Dress or business shoes in the daytime. Then in the evening, when there are no special visitors and he can relax, on his feet may be found a pair of loafers or his comfortable slippers.

Ike's shoe size? It's 10½D. (Note: Harry Truman wears 9½D.)

—END—

The New Boston HOT-MELT SPOTTING MACHINE

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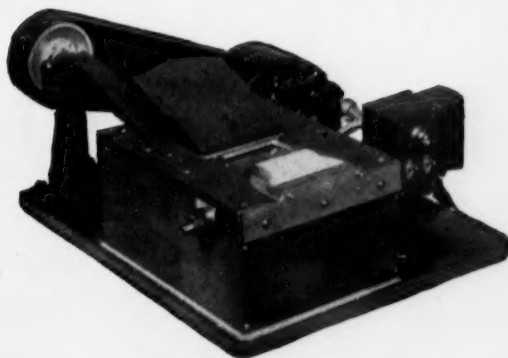
Fast, safe, clean and economical, this new machine has these features:

Motor does not start until the melt is at workable temperature.

Bearings are all inside and are self-lubricated.

Sensitive thermostatic control holds the melt at correct operating heat level.

Aluminum fins deliver heat rapidly and uniformly to the body of the melt.



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Milwaukee, Wis.

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Los Angeles, Cal.

FTC Says Manufacturers Can Contribute To Retailer Advertising

Agency Dismisses Complaints That System Results In Inevitable Discrimination

Manufacturer contributions to retailer advertising in newspapers and on radio, long an established practice in the shoe industry, have been upheld as legal by the Federal Trade Commission.

FTC ruled that the cooperative advertising system whereby a manufacturer helps defray a retailer's advertising costs based on unit sales of the product is all right provided the system is available to all retailers, regardless of size.

Thus, FTC said, a manufacturer contributing 20 cents per case of soap sold to retailer newspaper and radio ads is perfectly legal. This is so even if some small retailers are in no position to take advantage of the

system or if a high-volume retailer recaptures from the manufacturer more than his total outlay for newspaper advertising.

The ruling came Jan. 4 as the commission dismissed complaints against three soap companies that they had discriminated against certain retailers by means of their system of advertising and promotional allowances.

Lever Brothers Co., New York, N. Y.; the Procter & Gamble Co., Cincinnati, and Colgate-Palmolive-Peet Co., Jersey City, N. J., were the companies involved.

While the case involved soap companies, the decision applies to any manufacturer who contributes towards advertising expenses of retailers.

The charges were twofold:

1—A standard plan of advertising contributions, ranging from 12 to 20 cents per case sold for newspaper advertising, and eight and nine cents per case for handbill and radio advertising, was discriminatory. Reason advanced was that small retailers could not take advantage of newspaper advertising.

2—The manufacturer's contribution works out disproportionately as high-volume retailers receive sums "grossly in excess of the cost of advertising which they furnish" while small-volume retailers receive "much lesser amounts" in relation to the cost of advertising.

On point one, the FTC pointed out that the case was not typical, as the evidence was confined to New York, N. Y. Further, the use of local and neighborhood newspaper advertising by small retailers was not explored thoroughly, and the cooperative move on the part of retailers allows sharing of advertising expense.

On point two, the opinion said: "Indeed no standard could be laid down which would insure exact proportionality with the mathematical accuracy of a slide rule. . . .

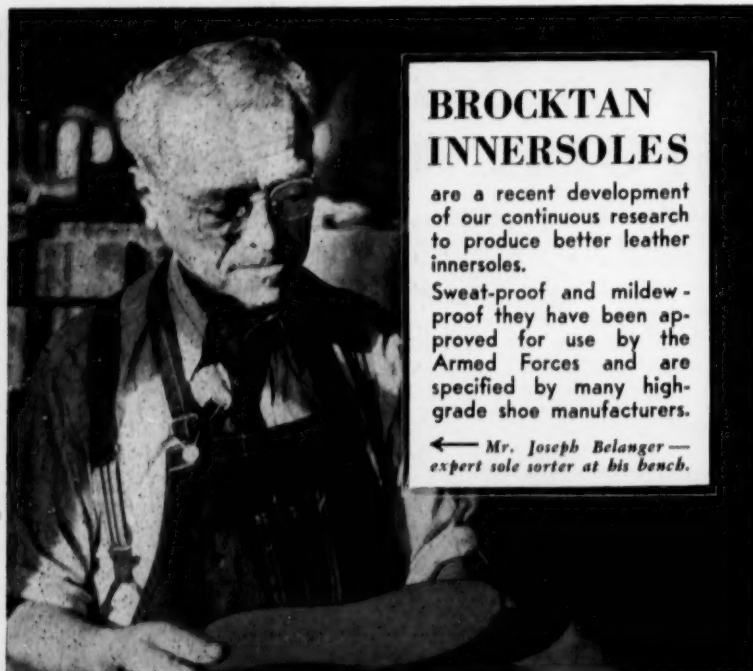
"Prior to the enactment of the Robinson-Patman Act, payments for services and facilities rendered (particularly in the advertising field) were often used for the purpose of discriminating among customers. It was that evil that Section 2 (d) was intended to eliminate. Consequently, every plan providing payment for promotional services and facilities should be carefully scrutinized to see that it does conform to the express Congressional intent. It must be honest in its purpose and fair and reasonable in its application."

Promote Men's Styles

A men's shoe committee, comprised of representative shoe manufacturers and retailers and sponsored by the National Shoe Retailers Association, has announced two industry-wide promotions of men's shoes for the pre-Easter and Spring seasons.

Initial recommendation is that retailers begin featuring and promoting casual type shoes about Feb. 15 through March. Blues have already been selected as the big feature for the seasonal opening of "The New In Shoes" opening Sunday, March 7.

Men's shoe manufacturers are being urged to have their sales agents cooperate in directing retailer attention to these special promotions.



**BROCKTAN
INNERSOLES**

are a recent development of our continuous research to produce better leather innersoles.

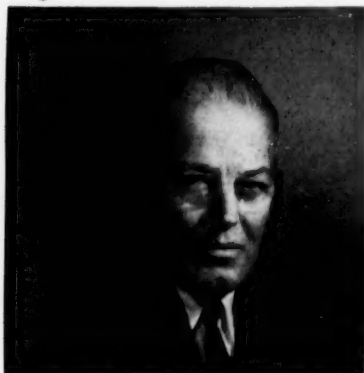
Sweat-proof and mildew-proof they have been approved for use by the Armed Forces and are specified by many high-grade shoe manufacturers.

← Mr. Joseph Belanger — expert sole sorter at his bench.

Brockton Cut Sole CORP.
53 SPARK ST. BROCKTON, MASS.
MEN'S AND BOYS' LEATHER GRAIN INSOLES
LEATHER COUNTERS · LIFTS · TAPS · MIDSOLES

New England Elects

John E. F. Foote, president of John Foote Shoe Co., Brockton, Mass., was re-elected president of the New England Shoe and Leather Association at the group's annual meeting held Jan. 13 at the Hotel Statler, Boston.



JOHN FOOTE

Vice presidents re-elected were Robert C. Erb of J. F. McElwain Co., Nashua, N. H., and G. Elliot Stickney of Holmes, Stickney, Inc., Portland, Me. Saul L. Katz of Hubbard Shoe Co., Inc., Rochester, N. H., was elected third vice president to succeed Samuel L. Slosberg.

A. W. Berkowitz of Songo Shoe Mfg. Corp., Portland, Me., was re-elected treasurer and Maxwell Field re-appointed executive vice president and secretary.

Re-elected as directors were Israel A. Borkum, Edward F. Casey, Edward E. Cohen, Pasquale Colella, Elliott Fleisher, James T. Gormely, Charles H. Jones, Jr., Paul O. MacBride, Burton Machinist, Wallace J. McGrath, Ted Poland, Ralph L. Pope, Jr., A. A. Rogers.

Lester E. Rosenberg, Emanuel H. Rubin, Jack Shain, James Shapiro, L. J. Shaeffer, Aleck H. Stein, James E. Wall, and Joseph F. Wogan.

Newly-elected to the board of directors were Samuel L. Slosberg, Herbert C. Lee, Saul N. Nectow, Arthur Rubin, Alan H. Goldstein and Philip F. Brian.

Promoted At Goodyear

W. W. Young, formerly Philadelphia shoe products jobber representative for The Goodyear Tire & Rubber Co. of Akron, O., has been appointed manager of sales to the shoe findings jobbing trade. He has held various sales and executive positions in the firm for the past 17 years.



finishes your No. 1 headache?

Whatever the symptoms, let Dyo-Flex be your doctor. Send all your leather finishing problems to us. Dyo-Flex will supply the right finish, and the right color for any leather. When you want leather finishing information, just write to Dyo-Flex, P. O. Box 9007, 2200 Central Expressway, South, Dallas, Texas.

DYO CHEMICAL COMPANY
2200 Central Expressway, South
Box 9007
DALLAS, TEXAS

DYO*Flex*

**COME OUT of the
CLOUDS of TROUBLE**
with...

INDIECO

**COMPOSITION BLOCKS & PADS
and NEW ERA SUPER WEAR BLOCKS**

INDEPENDENT and NEW ERA DIES
Cutting • Perforating • Embossing • Marking
BEVERLY DIES too!

No Better Combination to Show the Way to
Longer Block Wear and Fewer Die Troubles

The Perfect Self Healing Blocks & Pads

Any Desired Size in Black or Blonde



Try One or More Today
and
BE CONVINCED!

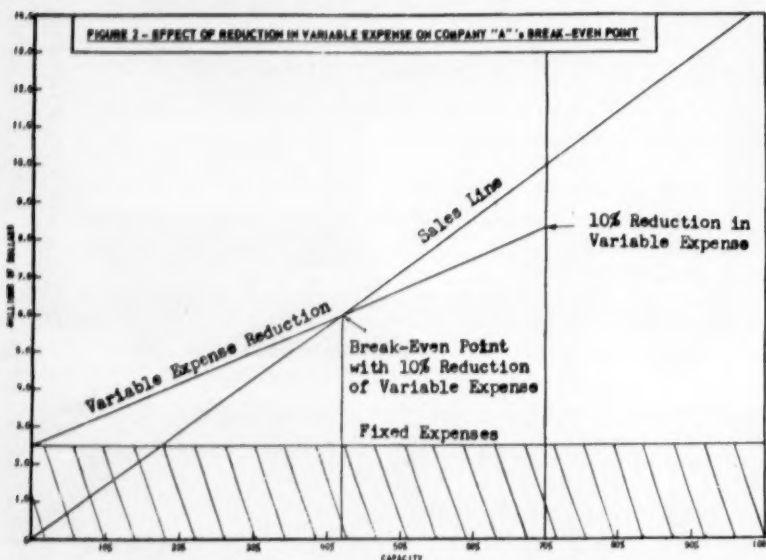
INDEPENDENT DIE AND SUPPLY CO.
La Salle near Jefferson, St. Louis 4, Mo., Phone: Grand 2143
Associate
NEW ERA DIE CO. Red Lion, York County, Penna.

How To Figure Effect Of Changing Conditions On Profits

This is the third and final installment of the series of articles on figuring break-even points as prepared by the New England Shoe and Leather Association. The effect of fluctuations in price changes, fixed expenses and other factors are discussed.

Once the break-even point is established, the chart can be used for many purposes, such as plotting the effects on profits if there is a change in variable expenses, fixed expenses, or selling prices.

Figure 2 shows the effect of a 10



percent reduction in variable costs (\$650,000) at the \$10,000,000 sales volume, with fixed expenses remaining unchanged. In these new conditions, the break-even point would be at around 42 percent of capacity with a required sales volume of approximately \$6,000,000, or about 17 percent less than the sales needed to break even at the original variable expense level. Thus you can see the practical results of an expense control program.

In a similar way you could construct another chart to portray the effect of a price change. And finally, still others can be prepared to illustrate any combinations of expenses and selling prices. You can also figure the size of profit margins and losses from break-even charts by measuring the vertical distance between the expense line and the sales line at any given capacity. To the right of the break-even point, you find profits, and to the left, losses.

New Textured Leather

Davis Leather Company Limited, Newmarket, Ontario, has developed a new leather for uppers to be known as Velluto (Italian for velvet).

Because of the continuing importance of the smooth (not always flat) fabrics in ready-to-wear, the Davis Company feels that the fashion-world will soon be seeking something different in leathers. Thus, Velluto. A complete opposite from the shining smoothness of aniline finishes, Velluto has a textured surface, soft to the touch.

The dull, matt finish of Velluto lends itself especially well to handbags coordinating with broadcloths, velours and needlepoints.

Avon Strike Over

Production and maintenance workers at Avon Sole Co. of Avon, Mass., returned to work on Wednesday, Jan. 13, after members of the striking AFL Firemen's and Oilers' Union agreed to arbitration.

The two-week strike began when 21 maintenance workers walked off the job after refusing to arbitrate a demand for higher wages and increased benefits. Avon's 450 production workers refused to cross a picket line set up by the Firemen's Union.

No date has been announced as yet for the arbitration, according to company spokesmen. However, Avon has returned to a normal production schedule.

Jacques Wolf Chemicals PRODUCE HIGH GRADE LEATHER

SYNEKTAN O-230

FAT LIQUOR L-90B

For White Leather At Reasonable Cost
White Leather In Sheep, Goat, Calf
Or Sides
White Tan In Combination With
Chrome
White Nubuck, White Suede
White Bleached Chrome Stock
White Extract Type Of Leather

FUNGIZYME BATES

AS — BS — CS

Pancreatic bating salts of
standard, controlled
quality.

SULPHONATED OILS

(Various Bases)

MONOPOLE OIL

(For Finishing)

Samples and information upon request.

Plants in
Clifton, N. J.
Carlstadt, N. J.
Los Angeles, Calif.



JACQUES WOLF & CO.
Chemicals PASSAIC, N. J.



NEW "ANDALFOAM" DISTRIBUTORS for Andrews-Alderfer Co. of Akron, O., are Victor W. Heartel (left) of Victor W. Heartel Co., Chicago, who will cover shoe manufacturers in Chicago and Minneapolis—St. Paul area, and Gerard D. Scott (center) of Gerard D. Scott Co., St. Louis, Mo., who will handle sales in that territory. Both have extensive experience in the shoe trade and have

worked closely with styling and quality departments of various manufacturers. Ben Holly (right) has been assigned by Eastern Foam Fabric Co., Brooklyn, Eastern distributor for Andrews-Alderfer, as New England sales manager. Eastern has handled the "Andalfoam" line of foamed latex-and-fabric combination materials since 1950. Holly will make his headquarters in Boston.

PRATT TO CLOSE?

Advisors To Meet In Emergency

The Advisory Committee of Pratt Institute's School of Leather and Tanning Technology will meet at a luncheon at the school on Jan. 29. Subject for discussion: How to attract more students so that the Tanning School may be continued.

There is real danger than the Tanning School may be discontinued unless an appreciable increase in student enrollment is realized quickly. This year only eight students are enrolled. Institute officials are reported having warned that this is far from sufficient to maintain the Tanning School as part of the Institute.

In addition to the Advisory Committee the meeting will be attended by Institute and school officials, and Irving Glass, representing the Tanners' Council.

The Tanning School has sent a questionnaire to all tanners, requesting that students and funds be pledged for continuation of the School. The incomplete returns to date are reported to be "discouraging" in their

promise of needed support for the School. The January 29 meeting will concentrate discussion on ways and means to attract both students and funds to allay the possibility of the School's closing.

Lawrence Gets Vagabond

Vagabond Shoe Corp. has started operations at 15 Union St., Lawrence, Mass., under the leadership of Louis Chedekel, treasurer, and Robert Mayer, president.

Vagabond bought the lasts, patterns and dies of the recently liquidated Harric Shoe & Slipper Co., of New York, and will manufacture a complete line of stitchdowns from infants' to men's to retail in the \$1.98 to \$3.98 field.

Chedekel was former owner of the Andover Shoe Co., and had previously been a partner in the National Slipper Co. He will be in charge of buying.

Mayer, former head of the Mayer-Herman Shoe Co., Brooklyn, retired ten years ago and has since resided in Florida. He will be in charge of production. Antonio Bellia will handle the lasting and making room, and Rose Lemay will have charge of stitching.

BIG DROP

1953 Military Shoe Contracts Fell 42%

Total military footwear procurement for the 12 months of 1953 amounted to 4,051,498 pairs, fully 42 percent or almost three million pairs less than the 6,928,135 pairs purchased in 1952.

This is revealed by a new survey prepared by the New England Shoe and Leather Association. Procurement figures include all leather footwear items, rubber insulated combat boots and mukluk boots (430,000 pairs) but exclude hospital slippers.

Of the total 4,051,498 pairs, some 1,859,053 pairs or 46 percent were awarded shoe manufacturers in New England, the survey shows.

A breakdown of Army (including Air Force), Navy and Marine contract awards shows a total of 3,114,246 pairs to the Army, of which 1,111,535 pairs went to New England firms; 747,696 pairs to the Navy, of which 747,516 pairs were made in New England; and 189,556 pairs to the Marines.

WRINGER FELTS

F. C. HUYCK & SONS
Kenwood Mills, Rensselaer, N. Y.

**For long life and best all-round results
specify KENWOOD WRINGER FELTS**

**for your: Stehling Continuous Feed
Leather Wringer Machine • Stehling Combination
Putting Out and Leather Wringer • Quirin Wringer**



Automatic Plant Operation Introduced At Colonial's Glove Leather Division

Ideal Quality Control Level Attained By New System That Increases Output And Reduces Costs

Automation—factory operation by automatic controls—has caught the imagination of American industry. Here, for the first time, is this swiftly growing idea applied to a tannery.

Some of the results: positive quality control; improved product uniformity; increased production; expanded manhour productivity; and reduced labor costs.

The introduction of modern automation in the tannery is sure to have significant impact upon the entire industry. And here, for the first time, is its story.

Determined to demonstrate that Milwaukee does not live by its beer fame alone, the Glove Leather Division of Colonial Tanning Co. has established an industrial milestone with the world's first automatic or "push button" tanning operation. This spectacular development, while currently concentrated in only one department of the plant, is the first step toward complete "automation" in this tannery, according to the company.

The automatic control system has brought about four outstanding results:

1. Accurate quality control.
2. Vastly improved product uniformity.
3. Increased manhour productivity.
4. Reduced labor costs.

Of these, Colonial says the first two are by far the most important. However, cost reductions will be realized in labor, freight, spillage, and controlled quality. And the output per manhour in the tanning department itself is "increased so greatly as to be almost immeasurable. Overall it will be almost doubled."

The "push button" control system creates an efficient work-process flow. From the time that tank cars of oil and chemicals arrive, and through all the storing, mixing, cooking and drumming processes, until the final leather is produced—not one ounce of these materials need be

toted, measured, weighed or poured by hand.

As pipes and pumps carry the liquids to their destinations, sensitive mechanisms record and control the times, temperatures and chemical analyses critical to the tanning operation. There is no unloading or storage of oil barrels; no weighing of right quantities in a mixing vat; no constant dipping of buckets and pouring into spill boxes of the tanning drums.

Here, briefly, is a graphic before-and-after description to show contrast of "old" and new.

Before: A carload of oil drums would be unloaded by four men and a lift truck and stored on pallets three high.

After: After connecting a single hose, a tank car of oil is automatically pumped into overhead storage tanks unattended.

Before: Each batch of solution was prepared individually by weighing

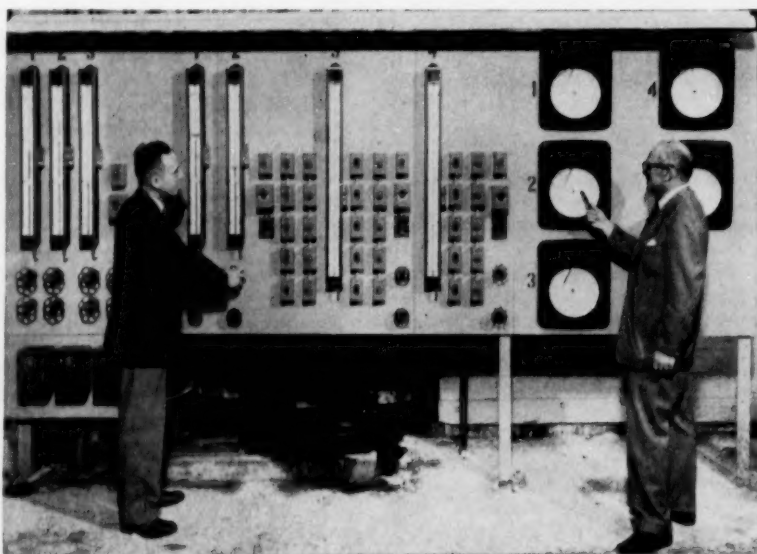
the required quantities of each oil as they were taken from the drums, then mixed and cooked to the right temperature, and poured by dip-bucket into the spill box of each drum. This was repeated seven or eight times a day for each of the three steps (fatliquoring, chrome and bicarb) in the tanning process—or a total of 20-25 times daily. The empty drums would be stored for whatever they would bring.

After: A button is pushed and a timer set for automatically delivering the required weight of each oil to one of four mixing vats, which mixes and cooks with thermostatically controlled heat an entire day's supply of fatliquor, chrome solution or bicarb solution. A further button and timer delivers the desired quantity of any vat to any drumload of leather. Automatic recorders keep track of the time, temperature and chemical reactions during each process.

Before: As the skins were dried in steam-heated hot mills, an attendant "guessed" when the leather was dry, stopping the drum to open the door and feel the leather frequently toward the end of each drying cycle. There was no way to guard against case hardening, overdrying, and other hazards in the drying process.

After: Present controls maintain the optimum temperature and humidity within the hot mills, automatically stopping the mill when the correct degree of dryness has been reached.

Reduced labor costs and in-



PUSH-BUTTON CONTROL BOARD regulates temperature, humidity, drying, weighing of chemicals, pumping, etc. Automatic handling via control panel has cut costs, upped productivity, given a uniform end product. At left is Saul Levine, at right Gus Sokol, the men responsible for the automation program.

OVER
20
MILLION

FEET of Irving Leathers
delivered in 1953

The plain and unadorned reason for this remarkable record is improved quality. Beginning with the use of carefully selected hides and continuing in the experimental laboratories and in production methods at all three modern tanneries, the Irving improvement program has resulted in better leather, better values, and unprecedented sales.

LUXTAN • UNIQUE • IRVANA • UNIGLOVE • UNIBUC

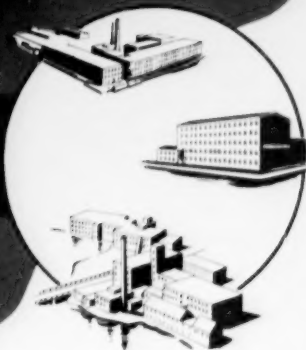
SPLITS FOR ALL PURPOSES

Irving Tanning Co.

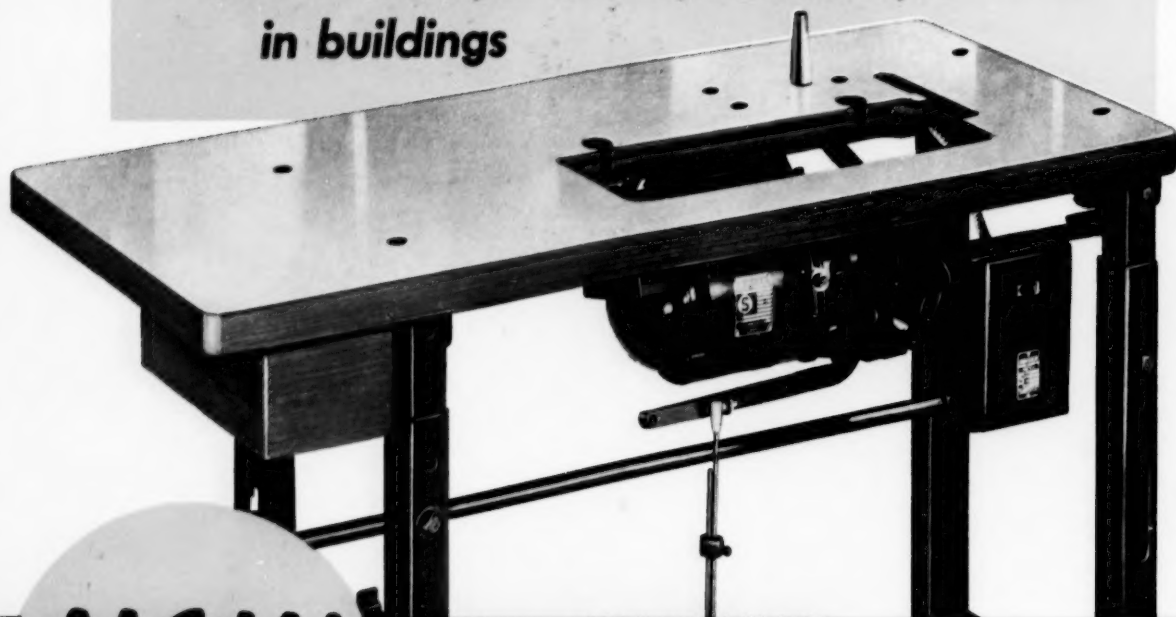
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130-140 Beach St., BOSTON, MASS.

Tanneries at PEABODY, MASS. — HARTLAND, MAINE



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in the home, in stores, in offices,
in buildings**



NOW— — available
nationally
for the first time

**A COMPLETE RANGE OF
'FORMICA'-TOP TABLES
FOR SEWING MACHINES
by SINGER**

**Durable and
shock-resistant**

Low light reflection

Stain-resistant

Scratch-resistant

**Extra-smooth yet
warm to the touch**

Easy to keep clean

Attractive wood finish

Choose either the new SINGER® 'Formica'-Top Tables or the popular SINGER Wood-Top Tables. Ask for more details at your nearest SINGER Shop for the Manufacturing Trade

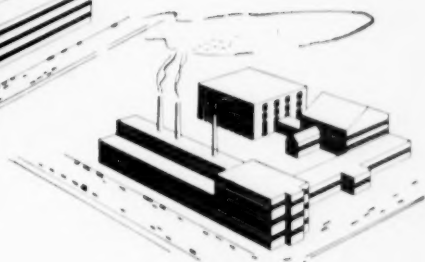
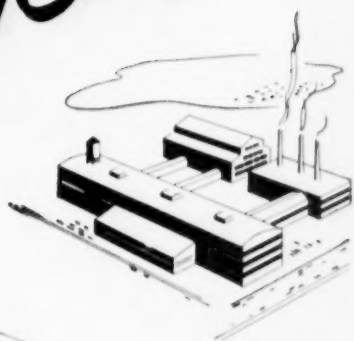
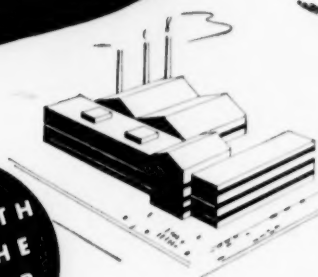
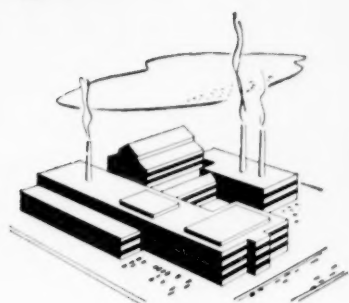


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Manufacturing Trade Department • Branches In All Principal Cities

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Box Toe Problem



For nearly half a century now, shoe manufacturers everywhere have come to Beckwith with their hard-to-solve box toe problems and Beckwith has engineered the correct answers. Beckwith has over 70 types and weights of conformable soft, flexible and rigid box toe materials in thermoplastics, pyroxy-lins, and rubber-filled felts and flannels. "Beckwith" means moulded steel safety box toes; industrial felt making, plastics fabrication, box toe heating equipment, and products for the ethical medical profession.

OUR NEWEST LINE

#2 WHITE	3DNC	DCL-50	NC	2GF	4GF
WHITE FELT BASE Women's & Juveniles	WHITE FLANNEL BASE Women's & Juveniles	WHITE LAMINATE Juveniles	GREY FLANNEL BASE Women's & Juveniles	GREY FELT BASE Women's & Juveniles	GREY FELT BASE Men's

Beckwith

BOX TOES

Beckwith Manufacturing Company, Dover, N. H., its subsidiaries and agents: Arden-Rayshine Co. & Castex Laboratories, Inc., Watertown, Mass., Beckwith Mfg. Co. of Wisconsin, (Milwaukee); Beckwith Box Toe, Ltd., Sherbrooke P. Q., Canada, Victory Plastics Co., Hudson, Mass., Felt Process Company, Boston, Mass., Safety Box Toe Company, Boston, Mass. Agents: Wright-Guhman Company, St. Louis, Missouri, The Geo. A. Springmeier Co., Cincinnati, Ohio, Factory Supplies, Inc., Milwaukee, Wisconsin.



For real efficiency in Flat Toe Lasting
use **JOB-PROVEN** Cements

Be Be Cements for toe lasting are *Job-Proven*. They have been tested and used under a wide variety of conditions.

Take, for example, Be Be Tex #810 for use with automatic toe lasting machines. This cement was developed to meet the special requirements of cement toe lasting — a drying time for fast moving factory

schedules, a tack period that extends over week-ends and sufficient strength of bond to grip and hold firmly against "fight" of lasted over materials. Applied by spraying for volume production. The Be Be line of cements is designed to take care of general shoemaking operations. Your United representative is ready to help you.



BE BE BOND solvent types
BE BE TEX latex types

Products of B. B. Chemical Company

UNITED SHOE MACHINERY CORPORATION, BOSTON, MASSACHUSETTS

creased manhour productivity have been another outstanding achievement. For example, a supervisor and five helpers in one shift were required to put 50,000 square feet of leather through the tanning department before. Now a supervisor and only one helper in one shift can put through 60,000 square feet. The quality controls and elimination of storage problems make possible a round-the-clock operation.

Colonial is stressing, however, that these "saved" workers are being moved to other jobs in the plant and not laid off. This is possible because of the company's expansion plans. Within the next two months the company's production will be doubled. This expansion will absorb the "saved" workers in other departments. However, the expansion will also not require the hiring of even one extra man.

Responsible for this significant technological development are Gus Sokol and Saul Levine, heading the management of Colonial's Glove Leather Division in Milwaukee. The idea of automation in a tannery intrigued them. They engaged consulting engineer Robert D. Dodwell. Together they investigated the workings of automation in other industries, and applied many of the findings to the peculiar problems of the tannery. Countless tests were conducted. Finally, the best answers were incorporated in the new drying system, enabling completely automatic control of temperature and humidity conditions within the dry mills. If further experiment shows other conditions to be more ideal, a simple adjustment of the feedback control is made, and the automatic dampers do the rest.

The company's tanner is Paul Lutz. With 35 years of tanning experience behind him, he may now be called the world's first pushbutton tanner.

Much of this accomplishment has

been made feasible by the fact that the company makes a specialized product (the country's largest producer of leather exclusively for work gloves), which lends itself to streamlined operation. The Glove Division of Colonial operates independently. Says Sokol, "Boston makes no attempt to tell us what to do. If they did we'd pay no attention to them. We stand or fall on our own feet."

The Division's annual output has been running about 18 million feet. It is expected to double shortly. States the management:

"In an industry where the barrel and dip bucket are commonplace, we here are thinking of automation and feedback controls. We consider our new set-up not an end result, but a step in the direction of complete automation."

Textileather Promotes 4

Textileather Corp., Toledo, O., manufacturer of plastic coated fabrics and processed textiles, has announced four major changes in the company's administrative staff to meet growing demand for its products.



de Forrest Lott, formerly vice president in charge of research and development at the company's plant,

assumed an executive administrative post with the title vice president—development. Lott will maintain an office at the firm's headquarters in the Wayne Bldg. A veteran of 31 years with Textileather, he will devote his time to technical planning counsel and other broader matters.

John A. Weber, veteran of 20 years' service with the firm, becomes general production manager of both the Textileather and Toledo Dye Works divisions. Edward G. Hamway, with the firm since 1933 and technical director since 1945, has been appointed director of research succeeding Lott. Charles R. Mayer, assistant to the president since 1951, becomes chief administrative engineer.

COLOR PSYCHOLOGY

Kid Leather Guild Hears Color Expert

In a speech before the Kid Leather Guild on Jan. 10, Helen D. Taylor, noted color consultant, discussed the world-wide appeal and effects of color on human life and destiny.

That color is Fashion and vice versa has been an accepted thesis in the merchandising world. "Color greatly enhances the beauty of some materials—it has a richness in wool, glamour in silken fabrics, beauty in cottons and a very special glow and super-quality in leathers."

Miss Taylor added to this theme by pointing out the complex usages of color in foods, medicine, safety regulations, and war. The psychological effects of color therapy in hospitals and of color conditioning in industry, its major importance as identification and recognition in times of war, the effects of food coloring on sales—all these are proof that "color is not a simple thing, nor is its successful application simple."

**NOTHING
SURPASSES
GENUINE
LEATHER**



Our Seal of Quality

**TANNERS OF
FINEST IN
SHEEP AND
LAMBSKINS**

FULL CHROME LAMBSKINS WITH COMBINATION TANNAGES TO MATCH.
GARMENT SUEDES AND GRAINS — GLOVE LEATHERS — SHEARLINGS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE ST. • CHICAGO, 173 NO. FRANKLIN ST.

MILITARY BUYING

Invitations

Leather. The Veterans Adm. Supply Office, 252-7th Ave., New York 1, has issued Inv. No. 23 calling for 221 lb. Leather, natural, calf; 96 sq. ft. leather, elk-smoked; 18 sq. ft. leather, elk; 60 sq. ft. leather, horsehide; 180 sq. ft. leather, horsehide; 120 sq. ft. leather, rawhide, calf; 680 sq. ft. leather, shoulder; 132 lb. leather, sole; 32 lb. leather, strap; 529 sq. ft. leather, suede; 115 sq. ft. leather, vici kid; 42 sq. ft. leather, welting 9/16" x 2/16"; 4 spools of 100 yds. each, leather, yellow latigo, select hides. Opening Jan. 20.

Baseball Shoes. The Purchasing & Contracting div. QM Ft. Benning, Ga. has issued Inv. No. 77 calling among other items, 64 pr. shoes, baseball various sizes. Opening Jan. 22.

Belting Leather. Wilkins Air Force Depot, Shelby, Ohio has issued Inv. No. 39 calling for 3,750 ft. of

Belting, flat leather-single and double ply- types 1 and 2- medium- heavy-weight- class H & M to Fed. Specs. —KK-B-201B. Opening Jan. 26.

Bids

Leather Belting. Page Belting Co., Concord, New York was low bidder at .1283 per sq. ft. on Inv. No. 152 opened at the New York Quarter-master calling for 19,900 ft. of belting, flat-leather-vegetable-tanned, single ply-Type 1- class M- to Fed. Specs. KK-B-201b- for delivery of 6,500 ft. to Wilkins AF Depot, Shelby, Ohio and 4,400 ft. to Cheli AF Depot, Maywood, Calif.

Leather Chamois. Hoyt & Worthen Tanning Co., of Haverhill, Mass., was low bidder at \$1.426 per unit under Inv. No. 52631 opened at the General Services Adm., 250 Hudson St., NYC, calling for 756 each, leather, chamois, type 1- selection 1-pocket shaped- sized E- 20 x 26 inches—to Fed. Specs. KK-L-167A.

Awards

Leather Straps. The Augusta Arsenal, Ga., has awarded 10,000 sq. ft. of Strap, Leather, to the Merit Leather Strap Co., Newark, N. J., at a unit price of .459 per sq. ft. In addition, the Arsenal made an award to A. L. Gebhardt Co., Milwaukee, Wis., for 3,425 sq. ft. of lace leather, at a unit price of .47 per sq. ft. The item was advertised under Inv. No. 4.

Leather Chamois. The Post Office Dept., Wash., D. C., has issued an award to Inv. No. 1333 calling for 250 dozen units of leather, chamois, type 1- oil tanned, selection 2-size C- approx. 16 x 21 inches, to the American Sponge & Chamois Co., New York City at \$10.65 per dozen less a 1% disc.

NO MORE FIRINGS?

Shoe Sales In Capital To Hold

One of the more stabilizing influences for the coming year—as far as Washington, D. C., shoe retailers are concerned—is the recent action of influential Government officials in assuring panic-stricken federal employees that there will be no more

wholesale firings in Government agencies.

This is the opinion of Herbert J. Rich, a leading shoe retailer in the nation's capital.

Rich is president of the Merchants and Manufacturers Association of D. C. and also head of Rich's Shoe Shops, a leading Washington retail shoe chain.

Because new assurances have served to alleviate the fears of federal employees, who watched hundreds of fellow employees axed in Republican economy moves, Rich feels that retail shoe business in the D. C. area during 1954 will prove as good as or better than in 1953.

Washington business during 1953 started off strong but fell off rapidly as Government firings snowballed. The second half of 1953 was not an active one for retail business in the area. Although most of the nation showed a substantial increase for the year over 1952, retail activity in Washington was "nearly as good" as 1952, according to Rich.

Soft goods are now in ample supply, said Rich, and stocks should be even more plentiful this year. He foresees, however, a possible decline in supplies of heavier goods.

OPENING GUN

Leather Workers To Seek New Wage Hike

Another wage increase and extension of pension plans will be sought this year by members of International Fur and Leather Workers Union in coming negotiations with tanners in Massachusetts, New Hampshire and Rhode Island.

Union delegates from the three states voted in favor of the increase during the 10th Annual New England District Conference held Jan. 9.

Isador Pickman of Peabody was re-elected president of the New England local and Michael Donohue of Norwood named secretary-treasurer.

New Agent


Anglo-American Hides Co., Inc., of New York has been appointed sole U. S. agent for K. T. Badsah Rasheed & Co., well-known Madras, India, tanner and hide exporter.

Anglo-American will handle the Indian firm's line of goatskins, buffalo calf, cowhides, calfskins, buffaloes, sheepskins and other raw materials.

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Best Tannages Very Busy; Others Fight To Maintain Production

Most Tanners Sold Well Into February
Feel New Business Will Be Meager Till Leather Show

Sole Leather sales moderate as buyers hesitated to commit themselves for future business. Enough owed for January and early February delivery to keep shipping rooms active another three weeks. Beyond that looms quietness which tanners hope will be dispelled by better retail trade.

Prices generally firm with best clear light bends bringing 68c and down. About 58c and down asked for 8-9 iron bends. Good 9-10 iron stock brings 51c and down. Over 10 irons going for 48c and down.

Sole Leather Offal unchanged. Bellies still the most active item with steers bringing 29c and down; cows 28c and down. The asking price of 38-40c for single shoulders with heads on not always obtained, quality and trim being important. Double rough shoulders find few interested buyers. For specialty purposes small sales made of carefully selected stock at slightly above 50c, but bulk of business done at around 45c and down. Heads and shanks sluggish.

Calf Leather moving about as fast as produced and cry is for quick deliveries. Backlogs of orders large if deliveries can be made before 15th of February. Few want to commit themselves for leather deliverable after that date, look to Leather Show for their next buying spree.

Quotations remain about the same as last week unless March delivery is acceptable. For such future buying concessions can be had.

Men's weights priced today at \$1.05 and down for regular finish, about 5c more for aniline. Just now interest in aniline finish very strong.

Women's weights bring about 95c and down for regular finish. Aniline usually 4c more. Strong call for superior tannages in small skins, and this leather brings about \$1.00 for regular finish and \$1.05 for aniline. Calf suede does little in light weights, fairly well in heavy. White gets fair attention.

Sheep Leather does fairly well. January billings should be satisfactory. New business good here, slow

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	73-1.05	73-1.06	80-1.05	95-1.20
CALF (Women's)	58-98	58-98	75-92	80-1.03
CALF SUEDE	60-1.00	60-1.00	80-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	55-90
KID SUEDE	48-91	48-91	80-96	80-96
PATENT (Extreme)	53-58	55-60	56-62	60-64
SHEEP (Russet Linings)	15-25	15-25	18-32	18-32
KIPS (Combination)	52-54	52-54	55-57	64-68
EXTREMES (Combination)	44-50	44-50	51-53	56-59
WORK ELK (Corrected)	36-40	36-40	36-42	38-45
SOLE (Light Bends)	64-68	64-68	66-70	68-72
BELLIES	26-29	26-29	23-25	26-29
SHOULDERS (Dble, Rgh.)	44-50	48-51	50-53	51-56
SPLITS (Lt. Suede)	30-35	30-35	34-38	35-39
SPLITS (Finished Linings)	17-22	17-22	24-26	24-26
SPLITS (Gussets)	15-17	15-17	17-19	18-20
WELTING (½ x ¼)	7-7 ½	7 ½	7 ¾	8
LIGHT NATIVE COWS	15	14 ½-15	17 ½-17 ¾	20 ½

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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CINCINNATI, OHIO

there. Shoe sheep seems more active than garment.

Boot lining russets, when top quality, bring 25c. Shoe linings bring between 15 and 20c for volume business, slightly better in a few instances. Interest in colored vegetable linings fair, with 26c and down the usual quotation. Chrome getting slightly better call at 28c and down.

Kid leather fair. Philadelphia tanners report a very slight general increase in business but say that it is nothing to get excited about.

Still a lot of talk about revival of interest in black suede. Potential customers have shown interest in samplings, and made many inquiries. Actual orders few but there is feeling that something must happen soon.

Black glazed moving rather well for this season. Linings continue to go along. Nothing reported on satin mats. Very little doing in crushed.

Slipper also remains very slow. The slipper season was very bad and apparently manufacturers used "anything but kid" in most of their slippers.

No price changes quoted. Tanners not satisfied with the present price situation either around kid leathers or rawskins.

Average Kid Leather Prices

Suede 32c—90c
Linings 25c—55c
Glazed 25c—\$1.00
Slipper 25c—60c
Crushed 35c—75c
Satin Mats 69c—98c

Sole leather tanners of Philadelphia report that immediately after the holidays the trend seemed to start upwards and this past week has shown a definite increase in business. Bellies quoted at 29c light and medium, 27c heavy. Factory bends sell at 56c a tannery run, and No. 1 findings at 64c.

Belting leather improves. Philadelphia tanners say business is showing an increase and the general feeling is one of optimism. For the first time in weeks hides went up. However, some rough belting prices have remained unchanged and some have moved down slight.

The No. 2 light bend butts go at 97c, medium 89c and heavy 87c. No. 3 light moved down to 92c; 84c on medium, and No. 3 heavy 79c. Shoulders went to 50c on No. 1 and 48c on No. 2.

Some tanners felt no drop in business during Dec., and while no increase has been in evidence the first part of Jan., business has remained at a fairly good level. Orders re-

ceived cover everything carriers have to offer. No price changes.

Side Leather moving fast out of tanners' hands with a big Jan. promised for the billing department. New business, for March and later delivery, slow. A firm hide market keeps quotations unchanged. Blue the leading high fashion color and white getting more attention daily.

Heavy combination tanned leather in aniline finish brings 54c and down for kips with 56c quoted by one maker. When kips are full grain, the asking price is 65c and down. Extremes quoted at about 50c for best and from there down according to selection and weight. Large leather at about 44c and down. All of above quotation for best grade heavy leather. Quotations vary widely on the way down in grade and weight.

Best chrome tannages have much leather to deliver. Kips bringing 50c and down, extremes 45c and down, large leather about 42c and down. As heretofore one finds plenty of light chrome leather in the 30's.

Split Leathers generally unchanged. Strong demand for finished and sueded linings continues. Competition, too, continues and prices hold to former levels. Best finished linings bring 18-20-22c. Less desirable tannages bring less.

Suede linings move at 25c and down, with good call for non-slip leather at 16-20c.

Outside suedes generally quiet. Lights getting some new nibbles but volume still very small. Heavy suede, practically a staple now, moves along satisfactorily. Up to 44c asked for very best tannages, several cents less for others. Work shoe, sole and flexibles quiet. Moderate interest in prints for outsides.

Glove Leathers better. Consensus is that the outlook, while not rosy, is at least as good as last year. If prices remain steady, business can be done.

Some substantial sales of Irans made at last year's prices, 26c, 22c and 18c. Manufacturers sampling grey suedes, domestic type, at 36c. Pigskins a trifle on the soft side but stocks not heavy and any business at all will have a firming tendency.

Spring business not expected to be large but should equal that of last year. Inquiries for Cabrettas in light shades at around the 50c level. Some demand for English doeskins. Prices quoted are from 45c down.

Work Glove lags. Slow-downs and worker lay-offs at a number of

Lighter Hides More Active As Prices Hold Firm

Not Much Interest In Heavier Selections
Because Of Seasonally Poorer Quality

Big Packer Hides Steady. Lighter weight selections showed a firmer undertone. Trading broadened out in light native cows at 15c level involving most northern and river points while some southwesterns of light average with a few ex. light native steers included brought a premium of 17½c. Total movement at these prices approximated 20,000 and cleaned up packers' supplies of light cows for the time being.

Light native steers moved up to the 15c level in scattered trading while ex. light native steers brought 17c. A few light branded steers sold at 12½c. Ex. light branded steers considered nominal around 15c awaiting sales but packers had very few of these hides to offer.

Because hides run heavier, tanners do not show keen interest in heavy native steers and cows, particularly from the grubbier points. Tanner demand for heavy branded steers also tends to lag. Liberal supplies of these hides generally expected as a result of seasonal marketing of fed steers and heifers from feed lots.

Apathy of many tanners also due

to fact that quality of hides produced in coming weeks will be poorest of the year. This condition prevails through March. As a result, demand is selective with tanners showing a preference for low grub northern points. Principal demand for the heavy hides comes from dealers who can make a grub selection or perform cutting operations for specialty outlets including export accounts.

Because of the poor quality winter hide situation, tanners asserted they could see no justification for a rise in prices of rawstock. It was pointed out that in the hide futures market, Jan., Feb. and March hides subject to a seasonal period discount of 6% as compared with best quality July, Aug. and Sept. hides.

Although heavy hides appear in liberal supply, bulls are an exception. Some demand developed at 10c for packer native bulls but very few

available at this price. One big packer confirmed selling 700 St. Paul bulls at 10½c for natives and 9½c for brands.

Independents Hold. A few lots of good northern bulls sold at 10½c for natives and 9½c for brands. Buyers reluctant to reach that high for supplies from far western or southwestern production points because of long freight hauls and greater percentages of brands at these sections of origin.

In the east, New York heavy native steers sold up to 13¼c. New England heavy native steers and cows brought 13c. New York Colorado steers 10¾c. New England branded steers at 11½c for butts, 10½c for Colorado and branded cows at 11c. Baltimore light cows sold at 15c. Pittsburgh light cows moved at 15½c with some ex. lt. natives at 17c.

Small Packers Firm. Some good quality light small packer hides averaging around 44 lbs. sold at 14c flat fob. shipping point. Also a few sales of split weights such as 30-65 lb. Indiana small packer hides of 43 lb. avg. at 13c flat fob. while some averaging around 46 lbs. brought 13½c selected fob. shipping points.

Purchases of 50-52 lb. avg. hides confined mostly to good plump all-weights from name brand small packers at 13c selected fob. Meanwhile, ordinary productions contain-

HIDE FUTURES

	Close Jan. 14	Close Jan. 7	High for Week	Low for Week	Net Change
April	15.00T	15.09T	15.15	14.90	-09
July	15.08B	15.14B	15.35	15.03	-06
October	15.10B	15.23B	15.30	15.30	-13
January	15.15B	15.23B	15.30	15.12	-08
April	15.05B	15.15B	15.30	15.30	-10
July	15.00N	15.15B	15.30	15.30	-15

Total Sales: 120 Lots

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	12 -12½	12 -12½	13 -13½	13 -13½
Light native steers	15	14½-15	15½-16	18½-19
Ex. light native steers	17	16½	18	21
Heavy native cows	12 -12½	12 -12½	12½-13	14½-15
Light native cows	15	14½-15	14½-15	17½-17¾
Heavy Texas steers	10½	10½	11	12
Butt branded steers	10½	10½	11	12
Light Texas steers	12½	12N	13	16N
Ex. light Texas steers	15N	15N	15	18N
Colorado steers	10	10	10	11
Branded cows	11 -11½	11 -11½	12 -12½	13½-14
Native Bulls	10 -10½	9½-10N	9 -10	10½
Branded Bulls	9 - 9½	8½- 9N	8 - 9	9½
Packer calfskins	37½-45	37½-45	42½-48½	42½-50
Packer kipskins	25 -28½	24 -27½	24 -30	32 -37½

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.



ing thinner and spreadier hides averaging around 50-52 lbs. do not sell very readily at the 13c mark.

Last sales of heavier hides involved a car of 55 lb. avg. at 12½c and some 58-60s from favorable freight points at 12c selected fob. Heavier western hides containing good percentages of brands and averaging 60-65 lbs. have sold at 9c flat for natives and 8c flat for brands; also 9½c selected fob. basis natives.

Country Hides Tight. Most of the latest sales involved scattered odd cars of mixed allweights containing renderer hides averaging around 50 lbs. at 9½c while locker-butcher hides free of renderers brought 10c flat trimmed fob. shipping points. Some sellers now talk a half cent higher but buyers are slow to reach.

Glue hides in carload lots are nominal at 7½-8c fob. awaiting sales. Bulls wanted at 5-6c fob., as to lots.

Calfskins Spotty. Last confirmed trading involved about 13,500 Wisconsin allweight calfs at 40c for heavy and 42½c for light and 5,000 St. Louis light calf at 37½c. Still some calfskins available but packers slow to offer them on the market.

Export demand for overweight kip has continued and brought these skins to the same price level as allweights. Following a sale of 1,200 more Kansas City overweight kip at 27½c, another packer sold about 3,800 Dec. river and smaller plant kip and overweights at 27c. Later, 2,000 Evansville kip sold at 28½c.

Packer regular slunks nominal around last price of \$1.35 and large hairless at 85c with new sales awaited. Good quality small packer skins held at 32-34c for allweight calf and 17-18c for kip but not much trading reported. Country skins nominal at last reported prices of 23c for calf and 13c for kip in carload lots.

Horsehides Quicken Pace. Buyers reported more interest in horsehide garment leather and also some steady business in cordovan butt leather for shoes. As a result, tanners and dealers pick up available supplies of good trimmed northern slaughterer horsehides at \$9.25 and some choice lots brought \$9.75-9.85 fob. shipping points.

Reports that up to \$10.00 again paid for some very best trimmed heavy hides. Also, a couple of cars of choice untrimmed hides brought \$10.75 fob. shipping point and more wanted on that basis.

Fronts, depending upon quality, moved at prices within a range of \$6.00-6.50. Good quality butts sold steady at \$3.50-3.75 basis 22" and up.

Sheep Pelts Mixed. Packers report that buyers spurned offerings of good fall clips at \$2.25 and that a sale was made at \$2.00. At the same time, more obtainable at \$2.00 and intimations some of these skins could still be bought around \$1.90.

No. 1 shearings, meanwhile, held steady but No. 2s and 3c declined. Mixed lots sold, prices on No. 1s ranging from \$1.25 to \$1.55 while No. 2s sold down to \$1.05 and No. 3s at 75c. Large midwestern independent packers sold Jan. wool pelts at prices from \$3.25 to \$3.45 depending upon sellers and lots involved, per cwt. liveweight basis. Some full wool dry pelts sold at 24c delivered to a western puller.

Pickled skins eased again and at least two cars of mixed sheep and lambs sold at \$10.00 per dozen.

Dry Sheepskins lag. Selling quarters report the low prices for domestic skins keeps buyers out of the South American markets as shippers are maintaining same views.

U. S. purchased some Lincoln lambs involving 25% supers and 75% number ones at \$20.00 and \$9-9½ for the seconds with sellers now asking \$21 and \$10, respectively. Fino lambs sold at \$6.00. Europe now bidding on additional lots and \$6.25 asked.

Shearlings very quiet as interest only in low priced goods, not available. At the Australian wool sheepskin auctions, Melbourne reported 37,600 skins offered and generally par to two pence dearer while Sydney, 61,500 offered and generally one to three pence and at times four pence dearer. Sheep, 50s and under, bare to one inch wool, most affected.

No change in hair sheep markets. Some business passing in Brazil cabrettas but offerings small and shippers have firmed up in their views as Europe still interested. Other varieties difficult to sell here.

Pickled Skins steady. New Zealand market holding as U. S. and Europe continue to operate in lambs at around going prices. While some sales to U. S., buyers still resisting asking prices.

Late sales of North Island lambs at 77-80 shillings as to brands while some "CFM" South Island lambs



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sold at 81 shillings. Offerings have started to come out of North Island sheep at 122-123 shillings but prices are above buyers' ideas here and difficult to confirm any sales. Iranian pickled sheepskins slow as most buyers are either out of the market or name prices below asking prices.

Domestic sheep and lambs held for \$12.00 per dozen, but most buyers ideas not over \$11.00.

Reptiles mixed. Except for some business in Brazil back cut tejus, difficult to confirm sales as most buyers still out of the market. Reports that a nice quantity of 15/60/25 selection Brazil back cut tejus sold at 60c fob. and shippers now asking 64-65c fob. for business. However, there were also reports of sales of 20/60/20 selection at 58c fob. and also at 56c fob. and some large buyers have indicated ideas of 55c fob. and under.

While some giboias have sold at 35c fob., further offerings at that price difficult to move. Chameleons neglected. The season has not opened up as yet on wet salted Columbian iguanas with offerings expected the end of Jan. or early Feb.

India market slow and nominal. Offerings of Madras bark tanned

whips, 4 inches up, averaging 4 1/2 inches, 70/30 selection at 45c and skins averaging 4 3/4 inches at 50c or combined lots at 46-48c without interesting buyers. Buyers' ideas on wet salted Agra back cut lizards 22c for 9 inches up, averaging 10" and 27c for 10 inches up averaging 11 inches, 80/20 selection, but shippers have slightly higher views. No interest in wet salted Bengal back cut lizards.

Late reports from Siam that there are very few ring lizards available as the border has been closed. However, some spot lots available at \$1.10 and best indications of buyers not over \$1.00, last trading basis.

Deerskins mark time. Not much change as interest limited.

Shippers ideas on New Zealand skins are considerably under the asking figures, there is very little chance for business. Reports from Siam that shippers have not enough skins to supply the Japanese demand as they have been taking available supplies at 62c c&f., well over our buyers' views.

Brazil market steady with sales of "jacks" at 58-59c landed and some Peruvians have sold around the same

basis. Some shippers talking slightly more.

Pigskins slow. Difficult to quote the market on peccaries as shippers hold quite firm.

Some business in Peruvian grey peccaries at \$2.00-2.05 and blacks \$1.25-1.30 basis manufacturers. Manaos grey peccaries nominally quoted around the same levels although shippers have been talking higher. Not much interest in blacks.

Chaco dry carpinchos firmly held as shippers report very small stocks.

Goatskin Prices Steady

INDIA & PAKISTAN	Today	Last Month
Amritsara (1200 lbs.)	\$8 3/4-9	\$8 1/2-9
Best Patnas	Nom.	\$6.25
Muzaffarpurs	Nom.	\$6.75
Dinajpurs	Nom.	Nom.
Dacca	Nom.	Nom.
Calcutta Killis	Nom.	\$9.50
Coconadas (1.70/1.80 lbs.)	\$9 1/4	\$9.25
Deccans (1.70/1.80 lbs.)	\$9 1/4	\$9.25

CHINAS		
Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.

MOCHAS		
Berberahs	\$8.25	\$8.25
Hodeidahs	Nom.	Nom.
Batles	\$10.70-11	\$10-11
Battle types	\$9.75	\$9.00
Addis-ababas	\$8.50	Nom.

AFRICANS		
Algiers	Nom.	Nom.
Casablanca	Nom.	Nom.
Marrakesh	Nom.	Nom.
Constantines	Nom.	Nom.
Orans	Nom.	Nom.
Tangiers	Nom.	Nom.
West Province Ex. Lts.	Nom.	Nom.
Port Elizabeth Ex. Lts.	Nom.	Nom.
Nigerians, lbs.	\$1.01	\$1.00
Mombasas, dz.	\$9-10	\$8 1/2-9 1/2

LATIN AMERICANS		
Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxacas	Nom.	Nom.

Venezuelans		
Barquisimeto	39 1/2-40 1/2 c	39 1/2 c
Coros	39 1/2-40 1/2 c	39 1/2 c
Maracaibos	Nom.	Nom.
La Guayras	Nom.	Nom.

Colombians		
Rio Hache	Nom.	Nom.
Bogotas	Nom.	Nom.

West Indies		
Jamaicas	75c	70 1/2 c
Haitians	44c	42-44c
San Domingos	41c	34 1/2-41c

Brazils		
Cearas	86c	80c
Pernambucos	88c	82c
Bahias	Nom.	Nom.

Argentines		
Cordoba/Santiago	48-50c	44c
Pampas	Nom.	Nom.

Peruvians		
Paytas	44 1/2-45c	44c
Ayacucho	45c	45c



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STILL EXPANDING

Nopco Pushes Canadian Operations

Nopco Chemical Co. of Harrison, N. J., has unbounded faith in the continued economic growth of the Dominion of Canada.

The company, which recently acquired new manufacturing facilities through the purchase in Nov. of controlling interest in Yocum Faust, Ltd. of London, Ont., has now named Dillons Chemical Co. of Montreal and Toronto as exclusive Canadian distributor for Nopco pharmaceutical products. Dillons will maintain warehouses in both Montreal and Toronto where Nopco special pharmaceuticals and vitamins will be available.

Yocum Faust, for 37 years a manufacturer of industrial chemicals, has a well-established business in the tanning, textile, and paper industries. Nopco intends the subsidiary company to continue operations under the original name, Yocum Faust, Ltd.

Nopco plans an expansion of its new Canadian plant to accommodate enlarged production and sales, not alone in the industries where Nopco is now well-established in the United States, but also in those industries toward which Nopco research and pilot work have been increasingly directed. Founded in 1907, the company today supplies over 300 chemical specialties, including emulsifiers, lubricants, plasticizers, sizes, detergents, dispersing agents, metallic soaps, surface tension reducing agents, and defoamers.

More Officers

All members of the executive committee of the Massachusetts Leather Manufacturers' Association were re-elected at the annual dinner meeting held recently at the Hotel Hawthorne, Salem (see L&S, Jan. 2 issue). George S. Hebb of Creese & Cook Co. was elected president of the group.

Committee members are Carl Barnett of J. S. Barnett & Sons, William A. Duffy of William F. Duffy & Son, Roger K. Eastman of Winslow Bros. & Smith Co., Coleman Flaherty of Beggs & Cobb, Inc., A. Joseph Jones of Witch City Tanning Co., Max Korn

of Korn Leather Co., George Robbins of Verza Tanning Co., E. Carle Shotwell of Helburn Thompson Co., and Edward M. Winslow of Benz Kid Co.

Hubert Murphy of Carr Leather Co. was elected vice president, Michael F. Flynn of John Flynn & Sons, treasurer, and Bertram W. Creese was re-elected secretary.

Plan Foot Health Week

Plans for the 29th National Foot Health Week, to be held May 15-22, are already well underway, according to Dr. Joseph Lelyveld, chairman and founder of the event. Dr. Lelyveld is president of the sponsoring National Foot Health Council of Rockland, Mass.

Extensive activities this year will include newspaper, magazine, radio and television publicity aimed at telling people in all walks of life that better foot care improves all-around physical and mental fitness.

All organizations and firms planning to tie in with the promotion can obtain a portfolio of posters, leaflets, news and radio releases by writing to the National Foot Health Council, P.O. Box 57, Rockland 29, Mass.



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\$8,500,000 Spent On Nurses' Shoes

**Average \$12 A Pair, Buy 2 1/3 Pairs;
But Register Numerous Gripes**

Perhaps the most revealing survey ever made on nurses' preferences of on-duty footwear has just been published in the *American Journal of Nursing*. Following are some of the findings:

The average nurse buys two and a third pairs of white duty shoes a year. This means a market of some 700,000 pairs a year for the nursing profession alone.

She pays a little over \$12 a pair for her service shoes. The nursing profession thus spends a total of about \$8,500,000 a year for its service shoes. A close second was the \$8-\$10 price range. However, the vast majority of nurses state that footwear satisfaction is much more important than price.

Regular shoe stores got 60 percent of the nurse shoe business; department stores account for 37 percent; three percent are purchased through mail order.

As to brand preference, some 42 different brands were cited. Run-away leader (7 to 1 over the next choice) was the Clinic Shoe. The next four, in order of preference cited, were Walk-Over, Red Cross, Joyce and Girl Scout. However, only 62 percent buy nurses' shoes by brand preference or loyalty. The rest

either don't buy by brand, or shift frequently from brand to brand.

A highly interesting portion of the survey findings was the complaints and suggestions made by the nurses regarding needed improvements in service footwear. Following are some of the more important ones cited:

Unsatisfactory quality of the upper leather. Increased shoe prices haven't been matched by improved leather quality, the nurses said. The white leather frequently cracks, discolors. Nurses recognize that foot perspiration affects the leather, but they think the shoe industry should make shoes with more ventilation, lighter weight.

Numerous suggestions were made for white insoles, and for perspiration-absorbent linings.

Eyelets discolor lacings and tongues. A suggestion was that plastic eyelets replace metal to solve the problem.

Many complaints were made about shoe tongues "creeping" to one side, creating discomfort and shoddy appearance. Nurses want those tongues sewed to stay on straight.

There's a strong preference for foam rubber insoles.

Nurses don't like their heels. The heels are too wide, make the shoe look clumsy, ugly.

Nurses' shoe design got a healthy lambasting. Old ladies' running shoes—"too heavy and clumsy," was a common comment. They want some style with comfort. And a final gripe: Too little attention paid to nurses with long-narrow or very large feet.

Wilner for Wedgie Heels

the largest
manufacturer
of quality
wedgie heels
in the world



SOFT • COLORFUL • FINEST FULL GRAIN

**CUSHION
COWHIDE**

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TANNING CO.**
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Los Angeles 63, Calif.

**GLUV TANNAGE SIDES
CHROME SPLITS
PIGMENT FINISHED FOR UPPERS**

AGENTS:

Amber Leather Co.
139 South Street
Boston 11, Mass.

Kesson Leather Co.
150 Nassau St., Rm. 738
New York, N. Y.

W. M. Henson
2708 Lyndhurst Road
St. Louis 21, Mo.

St. Louis Output Drops

Shoe production for the first 10 months of 1953 in the Eighth Federal Reserve District (St. Louis) totaled 78,907,000 pairs, slightly under the 78,958,000 pairs turned out in the corresponding period of 1952.

Oct. production showed a sharp drop below Oct. 1952, totaling only 6,831,000 pairs or 22 percent less than the 8,750,000 pairs made in the preceding year, according to the Federal Reserve Bank of St. Louis.

The report stated that Oct. 1953 output was four percent lower than Sept. 1953 figures of 7,135,000 pairs.

Tove Moves Uptown

Tove Advertising, one of the most active agencies in the leather and allied products industry, has moved uptown to new offices at 185 Madison Ave., New York, after having been located at 100 Gold St. in the leather district for many years.

AUBURN EXPANDS

Buys Midcontinent Rubber Division

Auburn Rubber Co., Inc., of Auburn, Ind., has announced purchase of manufacturing and sales rights of all rubber products made for the shoe industry by Midcontinent Chemical Co. of Grove City, O. Purchase does not include rights to Neoprene crepe or adhesives produced by Midcontinent.

Midcontinent's "Midco" line of heel strips, "Thermolite" soling slabs, "Cellite" slabs, toplifts and sponges will henceforth be produced at the Auburn plant in Indiana. Auburn will also continue to manufacture its line of soling slabs and toplifts.

Midcontinent will concentrate on production of adhesives for various industries, according to J. W. Perkins, president. Machinery and plant facilities of the rubber division have been taken over by Bemco, Inc., subsidiary of Williams Mfg. Co. Its line of Neoprene crepe will be handled by Shreiner Sole Co., Inc., of Killbuck, O.

HARD-TO-FIT FEET

85 Experts Meet, Talk Special Shoes

Some 85 representatives of various health and welfare organizations and the shoe industry met this week in New York to discuss methods to provide footwear for the nation's two million persons with disabled feet.

The Conference was sponsored by the Foot-So-Port Shoe Co., Oconomowoc, Wis., of which George E. Musebeck is president. The company has developed a new process that will permit the manufacture of footwear on a mass-production basis for hard-to-fit feet ordinarily requiring custom-made shoes.

The process is said to insure virtually perfect measuring and fitting through the use of a thermal dip plastic positive mould made from a negative plaster mould of the disabled foot. The positive mould is used as the last over which the shoes are made, and can be used in the same way as a regular last throughout

all the factory operations. Certain portions of the plaster last may be refined by filing to achieve a desired shoe style.

The lasts are put through the factory in groups of 12 on a special rack.

The revolutionary new process is being offered to the shoe industry and medical groups on a no-strings-attached basis. Says Musebeck, "Our own company cannot hope to service all these 2,000,000 people in need of special shoes."

The retail costs of these shoes have been brought down to from two-thirds to one-half of ordinary custom-made shoes for problem feet. An entirely new method of grading orthopedic lasts now permits the supplying of these shoes at prices slightly above those of regular footwear.

Guy Manley, retired shoe manufacturer, and thrice president of the National Shoe Manufacturers Assn., and co-founder of the National Foundation for Disabled Feet, acted as chairman at the New York conference.

He stated, "With the new methods demonstrated here, the chief problems from an industry standpoint have been solved through simplified measuring, fitting, lasting and fac-

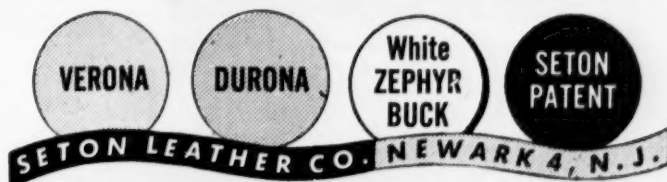
tory procedures with these shoes. Our job now," he told the 85 representatives, "is to get these shoes onto the feet of millions of neglected foot-problem cases."



MISS IRENE DENNERLY, newly appointed advertising and sales promotion manager of Nopco Chemical Co., Harrison, N. J., producer of industrial chemicals and other products. Formerly assistant to the vice president of Nopco, Miss Dennerly was recently advertising manager for the Ajax Electric Co., of Philadelphia, Pa. She will supervise advertising and sales promotion.

experience
dictates...

SETON LEATHERS



LYNN INNERSOLE CO., ALLSTON, MASS.

PEOPLE

About industry personalities coast to coast

• **A. Cushing Cutler** has been appointed sales manager, Shoe Products, for Boston Woven Hose & Rubber Co., Cambridge manufacturer of in-

dustrial rubber and plastic products. Cutler was formerly treasurer of Alfred Hale Rubber Co. and was associated with the firm for 25 years.

• **General Shoe Corp.** has announced promotion of Ralph Williams to division manager of its Storybook Shoe Co. He succeeds Gray Simpson who resigned recently to join Texas Boot Co. of Lebanon, Tenn., after 10 years with General. Williams joined General's production scheduling department in 1947 and was recently named Storybook's district sales manager. Storybook sells shoes for teen girls and juvenile boys and girls.

• **Angelo DeLeo** has joined John Flautt Shoe Co. of Lynn, Mass., as cutting room foreman.

• **Donald McKee**, transmission engineer, has joined the sales and engineering staff of Aulson Tanning Machinery Co., Salem, Mass.

• **Allied Chemical & Dye Corp.'s** Chemical Division has announced appointments of three new vice presidents. They are **Vincent W. Suel-leau**, vice president in charge of sales; **I. H. Fooshee**, vice president in charge of development; and **Harry S. Bowen**, vice president and auditor.

• **Joseph J. Goldstein**, veteran shoe executive, has resigned as executive assistant to Archie Bregman, general manager of the Risque and Deloy divisions of Brown Shoe Co. He has not announced his plans for the future.

• **Lew Kessler** has been named general sales manager and stylist for Jen-rose Shoe Co. of Lawrence, Mass. He succeeds **Manus Schoenfeld** who resigned recently. Kessler was sales manager of Bickford Shoes, Inc., formerly of Jamaica Plain, Mass., for the past 15 years. Schoenfeld has joined Dainty Maid Shoe Co., Inc., of Haverhill, Mass.

• **Miss Florence L. Schieren**, chairman of Charles A. Schieren Co., New York, New York tanner, has accepted chairmanship of the Leather Division of the Legal Aid Society's 1954 Fund Raising Campaign.

• **Peter A. Coolsen** has resigned as vice president, secretary and director of Edgar S. Kiefer Tanning Co., Chicago tanner, after 45 years with the company. His resignation is effective on Jan. 30. Coolsen's home address is at 2150 Beechwood Ave., Wilmette, Ill.

• **Aime Poirier**, formerly with Bee Bee Shoe Co. and Barcy Shoe Co. in Lowell, has joined Kesslen Shoe Co., of Kennebunk, Me., as stitching room foreman. He succeeds **Harry Neus-ner**, who resigned recently.

you're
if it's
Leatherok
HEEL BASE BOARD

It makes good sense to use the best...
more so when the price is low.
Whether you're in business or not,
or in the shoe business, you should
use good quality heel base board with Leatherok.

the world
GEORGE O. JENKINS CO.
BRIDGEWATER MASSACHUSETTS

*Trade Mark Registered.

Leatherok Heel Base Board is also made in Canada by Bennett Ltd., Fort Chambly, P. Q. and in Caseyville, Illinois by Western Fibre Co.

NEWS QUICKS

About people and happenings coast to coast

California

• **Le Belo Shoes, Inc.**, manufacturer of women's shoes, has been organized recently at 418½ Olympic Blvd., Los Angeles, with J. G. Llewellyn as principal.

• **Pacific Shoe Components Co.**, 124 West 6th Street, Los Angeles, has been appointed West Coast sales agent for Hadley Bros.-Uhl Company, St. Louis, Missouri, manufacturer of latex adhesives, solvent rubber cements, edge inks, shoe dressings, leather softeners and Cham-E-Flex innersoling. The Pacific company will also act in the same capacity for Lawrence Process Co., Inc., Lawrence, Mass., manufacturer of plastic welting.

Georgia

• **Greene Shoe Enterprises, Inc.**, shoe chain, has been organized in Atlanta for the purpose of operating leased shoe departments in men's specialty stores throughout the Southeast. Frank R. Greene is president of the new firm.

Maine

• Spring production is planned by **Camden Tanning Corp.**, Camden, as work is progressing well on the renovation of the former Camden Textile Mill building. The plant has been converted to oil and construction is expected to continue throughout the winter.

Massachusetts

• Shoe machinery, sewing machines, lasts, dies and patterns, leather and other equipment of **Curtis Shoe Co.**, were sold at auction Jan. 14 at 10:30 a.m. on the premises at 49 Cotting Ave., Marlboro. Auctioneer was Aaron Krock & Co.

• Lasts, dies and patterns, machinery and equipment of **Rozelle Shoe Co.** will be sold at auction Tuesday, Jan. 26, on the premises at 15 Union St., Lawrence. Auctioneer is Mark A. Pearlmutter Co.

• Plants, machinery and equipment of **C. S. Harriman & Son**, North Wilmington tannery, will be sold at auction on Wednesday, Jan. 20, at 10:30 a.m. Auctioneer is Henry S. Anthony & Co., Lowell.

• Production has begun at **Matz Tanning Company**, 119 Foster St., Peabody, manufacturer of a line of high grade splits.

• **Franklin Tanning Company** is planning to move to 375 River Street, Haverhill, taking over the Cowan &

Shain Building. The Franklin company was formerly located in Peabody.

• **Greenway Tanning Company, Inc.**, has been organized at 57 Foster Street, Peabody. J. S. Dynan is the company's president.

• As of December 31, 1953, **Bray, Stanley & Ellis, Inc.**, Boston, representative of Little Falls Felt Shoe Co., Little Falls, New York, has discontinued business. Moses Ellis, sole surviving partner of the company, has joined B & W Footwear Co., Webster, as sales agent.

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Markem methods, machines, type and inks have been marking the products of industry for forty years. Markem machines can mark up to many thousands of pieces per hour. They make clear, durable imprints on flat, curved or irregular surfaces of paint, paper, wood, glass, metal, leather, plastic, rubber, fabric, composition and pressure sensitive tapes. No special skill is needed for their operation. Legend and color of imprint may be quickly and easily changed.

MAKE YOUR MARK WITH MARKEM

When your products need marking for Identification, Control or Market — ask Markem. Submit your problem, together with a sample of the item to be marked. Markem Machine Company, Keene 14, New Hampshire.



Missouri

• **Midland Shoe Company**, St. Louis, will be dissolved and liquidated in favor of Midland Shoe Co., Texas. Stock will be exchanged on a share for share basis, \$1 par value of the old corporation for the new.

New York

• **Leonessa Footwear Corp.** has been organized at 751 Broadway, New York City, for the manufacture of women's high grade flats to retail from \$14.95. Angelo Leonessa is president and partner in the new company. Other partners include: Louis Camarino, Rocco Chieffo, Michael Cantido, and Jack Green.

• **F. L. Davis Company**, a leather sales agency, has opened offices at 10 W. 33rd Street, New York City, with L. F. Davis as principal.

• **David Grimes Mfg. Co., Inc.**, 2 East 44th Street, New York City, manufacturer of leather specialties, has been assigned to Murray Goldberg, 616 Richmond Road, East Meadow.

• **G. R. Kinney Company**, New York City, reports a 2.6% increase in sales for 1953 over 1952, with total

sales in 1953 amounting to \$41,271,000 as compared with \$40,230,000 in 1952.

• **DiParigi, Inc.**, 153 W. 27th Street, New York City, has recently been incorporated under New York State laws.

New Hampshire

• A seasonal pickup in production increased employment by approximately 600 in **New Hampshire's shoe and leather plants** between October and mid-November, according to a report of the State Division of Employment Security.

North Carolina

• **Wellco Shoe Corporation**, Waynesville, is eligible for a safety award. During 1953 only three employees incurred injuries at work that resulted in any loss of working time. According to index figures on accidents, a rating of 10 is the average for all industrial plants and Wellco's index for 1953 was four.

Pennsylvania

• **North Lebanon Mfg. Corp.**, Lebanon, maker of slippers, has been assigned to New York Credit Men's Adjustment Bureau Inc., 71 West 23rd Street, New York City.

Wisconsin

• **Herbst Shoe Manufacturing Company**, Milwaukee, manufacturer of juvenile shoes, is now celebrating its 30th year in business.

France

• **The Second Spring Leather Goods Exhibition** will be held in Paris at 84 rue Réaumur from February 14 to 22. A number of French manufacturers will show their leather goods, belts, gloves, luggage, and other kinds of leather products.

Ontario

• **Moore-Pearsall Ltd.**, Toronto, manufacturer of leather for the shoe industry, was almost totally destroyed by fire recently. According to V. A. Pearsall, owner, there was more than \$200,000 in leather and equipment in the building.

flex-gore®

The finest covered rubber elastic goring with the patented **CORD EDGE*** that prevents breaking at point of greatest wear.

Flex-Gore wears as well as the shoes, costs no more, often less, than other elastic goring. There's a correct Flex-Gore for every application, in a wide variety of widths and colors. Write for samples.

*U. S. Pat. No. 2,582,169

MOORE Fabrics

WASHINGTON STREET, PAWTUCKET, RHODE ISLAND

NEW
DOUBLE
UTILITY

Ideal Lighting for Assembly
Repair and Inspection Benches

FOSTORIA LOCALITE



Overall length 27 1/2" with
18" flexible steel tubing arm

MODEL 18HX600
\$980
LIST

DIRECTS LIGHT EXACTLY AS NEEDED

DUPLEX OUTLET IN BASE for plug in of electrical tools, glue pots, etc.

Clamps to bench or cabinet back rail, or mounts on flat surface.

Reflector rotates 360° Accommodates A-21 medium screw base lamp including 100 watt.

Illumination — medium asymmetric in excess of 150 footcandles from 100 watt lamp 12" above work area.

Wired Complete with medium screw keyless porcelain socket and 6 ft. SJ extension cord. Toggle switch in base. Duplex outlet wired to be constantly hot with lamp on or off.

Finish — exterior smooth Gray baked enamel—reflector interior high temperature White.

*Write for complete catalog of Localite models for every industrial use.

THE FOSTORIA PRESSED STEEL CORPORATION
FOSTORIA, OHIO

Localites are available
through wholesalers
everywhere



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CLASSIFIED ADVERTISING

Wanted and For Sale

Blue Splits Wanted

BLUE SPLITS WANTED. Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, etc. Steady user.

Address A-1,
300 W. Adams St.,
c/o Leather and Shoes,
Chicago 6, Ill.

Shoe Factory Equipment for Sale

WOMEN'S POPULAR PRICED CALIFORNIA CONSTRUCTION. Equipped to make about 1,000 pair daily. Or will sell equipment, lasts, and racks separately. Address A-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Fleshing Machine for Sale

ONE 6-ft. Aulson hydraulic fleshing machine, complete with 220 volt, 60 cycle, 3 phase motor. Extra cylinder and rubber roll. Excellent operating condition. Recent model. Address A-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Platform Truck

FOR SALE: One (1) Hyster Turret platform truck. Gasoline operated. 4,000 lb. capacity; platform 4 feet long by 2 feet wide. Collapses to 11 inches.

Address A-10,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Sole Leather Bleach

FOR SALE: Sole Leather Bleach with complete automatic controls. Four years old, like new, perfect working condition.

Address A-11,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Help Wanted

Tannery Production Man

AN AMERICAN TANNER leading in his field is looking for a man capable of supervising production from raw stock throughout the tanning process to the finished product. If qualified, address A-7, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Shoe Man

WANTED: Man about 40 years to 45 years of age, familiar with the manufacture and selling of Children's, Misses' and Growing Girls' Popular Price Cements and Goodyear Welts, as well as Women's and Men's Striped Casuals and House Slippers. Opportunity to eventually advance to top Executive position. When replying, state experience and give references. HAGERSTOWN SHOE COMPANY, HAGERSTOWN, MARYLAND.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Salesman Wanted

SALESMAN WANTED to handle sole leather products for the Finding Trade. (Many territories open.) State previous experience. Commission basis. For full particulars write to A-5, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Situation Wanted

Leather Executive

25 years superintendent Calf and Side upper leathers, experienced administration, merchandising and sales specialist dress shoes, scotch grain, elk and glove tannages. Reply Box O-3, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Superintendent

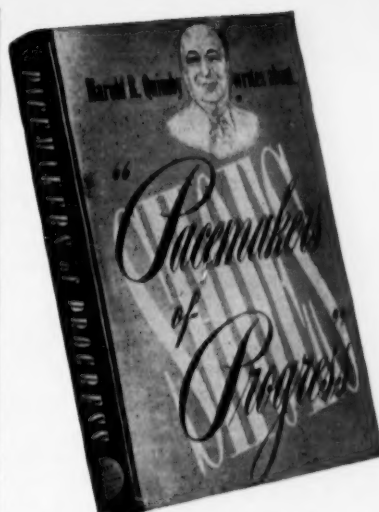
Available immediately exceptionally capable man of over ten years experience in handling all shoe factory production problems. Can buy leather and is especially adept in training cutting and lasting room personnel. Apply Box O-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Use

L & S

Classified Ads

For Quick Results



Quimby's great book for every shoe man who wants to know—

- ... the relation of shoes to wearing apparel
- ... style fundamentals in shoe-making
- ... basic shoe designs
- ... development of modern shoe design
- ... modern shoemaking processes
- ... all about lasts
- ... facts about foot structure
- ... how to fit shoes
- ... how to flatter the foot

AND who wants to know the history of the shoe industry, its industrial stages in America and a quick reference to shoe terms and data.

Harold R. Quimby, a lifelong student of the shoe industry and one of its outstanding figures, has written the romance of the shoe industry in "Pacemakers of Progress." It's a book you ought to have now. Order it today.

\$6.00 PER COPY

Rumpf Publishing Co.,
300 West Adams Street,
Chicago 6, Illinois

Enclosed is \$..... Please send me.....copies of "Pacemakers of Progress," by Harold R. Quimby.

Name

Address:

City:Zone...State.....

THE WOBURN MACHINE COMPANY

HIDE AND LEATHER MACHINERY

PROMPT SERVICE ON MACHINERY REPAIRS

TEL. WO-2-0330

201 MAIN ST., WOBURN, MASS.

Coming Events

Jan. 31-Feb. 3, 1954—40th Anniversary Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Travelers, Manufacturers and Wholesalers. Benjamin Franklin, Philadelphia, Pa.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

February 27-March 2, 1954—Allied Shoe Products and Style Exhibit for Fall and Winter 1954. Hotel Belmont Plaza, New York City.

March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 4-8, 1954—Advance Boston Fall Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturer showrooms in Boston.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

June 7-10, 1954—Annual Convention, American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Deaths

Julius T. Germanson . . . 53, *tannery salesman*, died recently at St. Mary's Hospital at Brookfield, Wis. A native of Milwaukee, he had been a sales representative of J. Greenebaum Tanning Co., Milwaukee, since 1941. Previously he had served as office manager of the firm. He leaves his wife, Alice; three sons, Kenneth, Gerald and Thomas; his mother, Mrs. Theresa Germanson; three brothers and two sisters.

Ernest D. Haseltine . . . 63, *retired shoe manufacturer*, died Jan. 11 at his home in Haverhill, Mass., after a long illness. A former operator of shoe factories in Haverhill and Newburyport, Mass., Haseltine became an executive of International Shoe Co. and W. L. Douglas Shoe Co. before his retirement several years ago. He was a Mason. Surviving are his wife, Lavinia M.; and two sons, Ernest D., Jr., and Bradford D.

Alan A. Claflin . . . 80, *leather dye executive and inventor*, died Jan. 5 at Deaconess Hospital, Boston, after an illness of several weeks. A veteran of the chemical industry, he developed many formulas for use in the leather industry and operated Alan A. Claflin Co., Boston dye firm, for many years. He leaves his wife, Mabel G.; two sons, Avery and Philip W.; seven grandchildren, 10 great-grandchildren, and a sister.

Thomas E. Taylor . . . *shoe executive*, died recently at his home in Columbus, Ga. He was former vice president and secretary-treasurer of Miller-Taylor Shoe Co., Columbus shoe firm. Associated with the company for many years, Taylor became a partner in 1920. He retired in April of 1952. Surviving are his wife; a son, Dr. Thomas Taylor, Jr.; two daughters, Mrs. Robert T. Wright and Miss Elizabeth; his stepmother, a half brother and four grandchildren.

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Sam H. Kulbersh . . . 75, *retired shoe wholesaler*, died Jan. 2 in Atlanta, Ga., following a lengthy illness. A native of Poland, he came to the U. S. in 1902 and was in the shoe business for 40 years, operating S. H. Kulbersh & Sons, men's and women's wholesale shoe firm. Surviving are his wife, Annie; three sons, Dave, Emmanuel and Irwin; two daughters, Mrs. E. O. Breen and Miss Frances; a brother, sister, nine grandchildren and four great-grandchildren.



CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S, INC.

WILMINGTON 99, DELAWARE



STYLE NO. E3204



Kankakee

COLOR NO. 858

Here's leather with comfort in view! It's Rueping's KANKAKEE
 . . . mellow, finely grained and richly colored.
 Kankakee is right for every occasion — at home, in town, or
 at the country club. A fashion favorite in casuals for Spring '54.



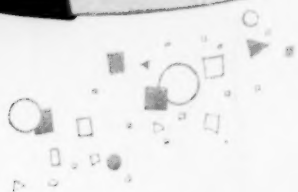
*Styl-EEZ
 Easy Goers*

STYLE NO. E3704

THE SELBY SHOE COMPANY PORTSMOUTH, OHIO

R U E P I N G

FRED RUEPING LEATHER CO., FOND DU LAC, WISCONSIN, U. S. A.



Styled for Beauty

... YET PRACTICAL AND COMFORTABLE

SHUGOR **MAKES THEM FIT!**



High style goes hand in hand with comfort when SHUGOR completes the fit, for SHUGOR makes patterns fittable . . . comfortable . . . practical. There is a SHUGOR designed to keep that unusual vamp line or strap treatment smartly, trimly in place in any foot posture. Be sure your line is sparked with SHUGOR, for SHUGOR-fitted shoes are easy to make . . . easy to sell . . . easy to wear.



THOMAS **Taylor** & SONS

SPECIALISTS SINCE 1864 IN THE ART OF WEAVING HIGH-GRADE ELASTIC SHOE GORING EXCLUSIVELY

Hudson, Massachusetts

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